

User ID Mapping

User ID Mapping

When you send Xandr a bid request, Xandr responds with a bid only when we can map your request to a Xandr user ID. Without this user ID, we can't apply basic trafficking strategies for our advertisers, such as user frequency capping and segment targeting. Mapping your user IDs to Xandr user IDs is therefore an essential part of your integration. To achieve this mapping, you use a user sync pixel, formatted differently depending on whether you store the mapping in your system or in ours.

Xandr prefers that you store the mapping in your system. Please speak with your account representative if you have questions.

On This Page

- [Storing the Mapping in Your System](#)
- [Storing the Mapping with Xandr](#)
- [Client-Testing URLs](#)
- [Secure URLs](#)
- [Secure Client-Testing URLs](#)

Storing the Mapping in Your System

To store the mapping on your end, you place a 1x1 image pixel on your pages that calls the **getUID** service and returns Xandr UUIDs to you for storage. Format the pixel as follows:

```

```

A redirect URL should be specified in the getUID call, and it should contain the \$UID macro. This macro will be replaced with the Xandr UUID when redirecting to the final URL, allowing the UUID to be taken in and mapped by your server.

Here's what happens when a user views a page containing the pixel:

1. The browser calls the **getUID** service.
2. The **getUID** service replaces the \$UID macro in the redirect URL with the Xandr user ID (retrieved from the Xandr browser cookie).
3. The call is redirected to the final URL, where you receive the Xandr user ID, map it to your ID for the user, and store the mapping in your system.

Using this approach, since you store the mapping on your end, you can include Xandr user IDs in your bid requests.

Storing the Mapping with Xandr

To use `mapuid` functionality, you must first contact your Account Manager to gain the entitlement.

Storing user ID mapping with Xandr is not supported with OpenRTB implementations.

To store the user ID mapping with Xandr, you place a 1x1 image pixel on your pages that pushes your user IDs to the **mapUID** service. Format the pixel as follows, where the member parameter is the ID Xandr assigned to your company:

```

```

Here's what happens when a user views a page containing the pixel:

1. The browser calls your URL, typically pointing to a service on your end similar to the getUID service.

2. The service retrieves your ID for the user from the user's browser cookie and inserts it into the user_id parameter in the query string of the redirect URL.
3. The call is redirected to the **mapUID** service, which stores the mapping between your user ID and ours in our system.

Using this approach, since Xandr stores the mapping, you can include your user IDs in your bid requests. If you have multiple user IDs, separate them with semicolons.

Client-Testing URLs

```
http://ib.client-testing.adnxs.net/getuid?http://ad.adserver.com/pixel?user_id=$UID
```

```
http://ib.client-testing.adnxs.net/mapuid?member=MEMBER_ID&user=USER_ID
```

Secure URLs

```
https://secure.adnxs.com/getuid?http://ad.adserver.com/pixel?user_id=$UID
```

```
https://secure.adnxs.com/mapuid?member=MEMBER_ID&user=USER_ID
```

Secure Client-Testing URLs

```
https://secure.ib.client-testing.adnxs.net/getuid?https://ad.adserver.com/pixel?user_id=$UID
```

```
https://secure.ib.client-testing.adnxs.net/mapuid?member=MEMBER_ID&user=USER_ID
```