

# 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, you must use a user sync pixel with specific formatting in order to correctly store the mapping in your system.

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## Storing User ID Mapping

To store the mapping in your system, you must 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.

Since you store the mapping on your end, you can include Xandr user IDs in your bid requests.

## 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
```