



Enabling Secure Signals in Google Ad Manager allows publishers to enhance the value of their ad inventory with minimal effort. By transmitting a privacy-compliant user identifier (myGaruID) to Google, you enable more accurate audience targeting and increase the likelihood of participating in high-value auctions. This results in higher CPMs and improved monetization, without the need for any code changes. Activating this feature is a simple yet effective step toward maximizing advertising revenue.

To allow your 1st-party identifier (provided via myGaru ident script) to be passed to Google demand in RTB auctions, please follow the steps below in Google Ad Manager (GAM):

1. **Log in** to your Google Ad Manager account
2. **Navigate** to the Secure Signals section within the sidebar:
  - **Inventory (1)** → **Secure Signals (2)**
3. Within the **Secure Signal Providers** list, find **myGaruID** (on the second page of the list by default) and:
  - Toggle **Enable Web integration (3)**
  - Select **Google deploy (4)** option
4. **Click Save (5)**

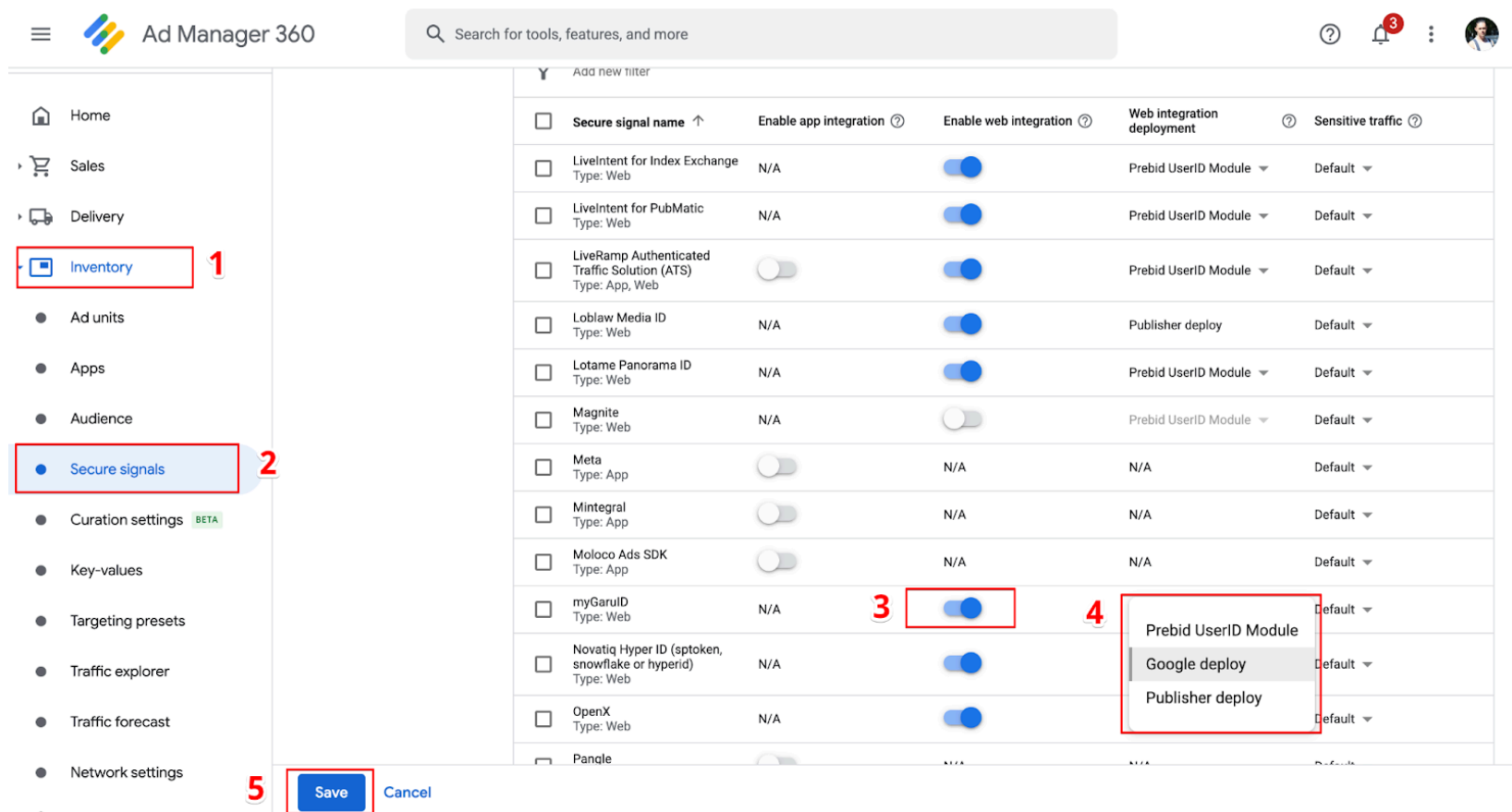


Figure 1. Secure Signals activation within the Inventory settings

Secure Signals may be disabled by default in some GAM accounts. If this is the case, you'll need to enable them at the account level first. To do so:

1. **Log in** to your Google Ad Manager account
2. **Navigate** to the Secure Signals sharing settings:
  - **Admin (1)** → **Global Settings (2)** → **Ad Exchange account settings (3)**
3. Toggle **Secure signal sharing (4)**
4. **Click Save (5)**

After this, Secure Signals are activated at the GAM account level, and you may return to the first part of the guide to configure Secure Signals sharing at the Inventory level

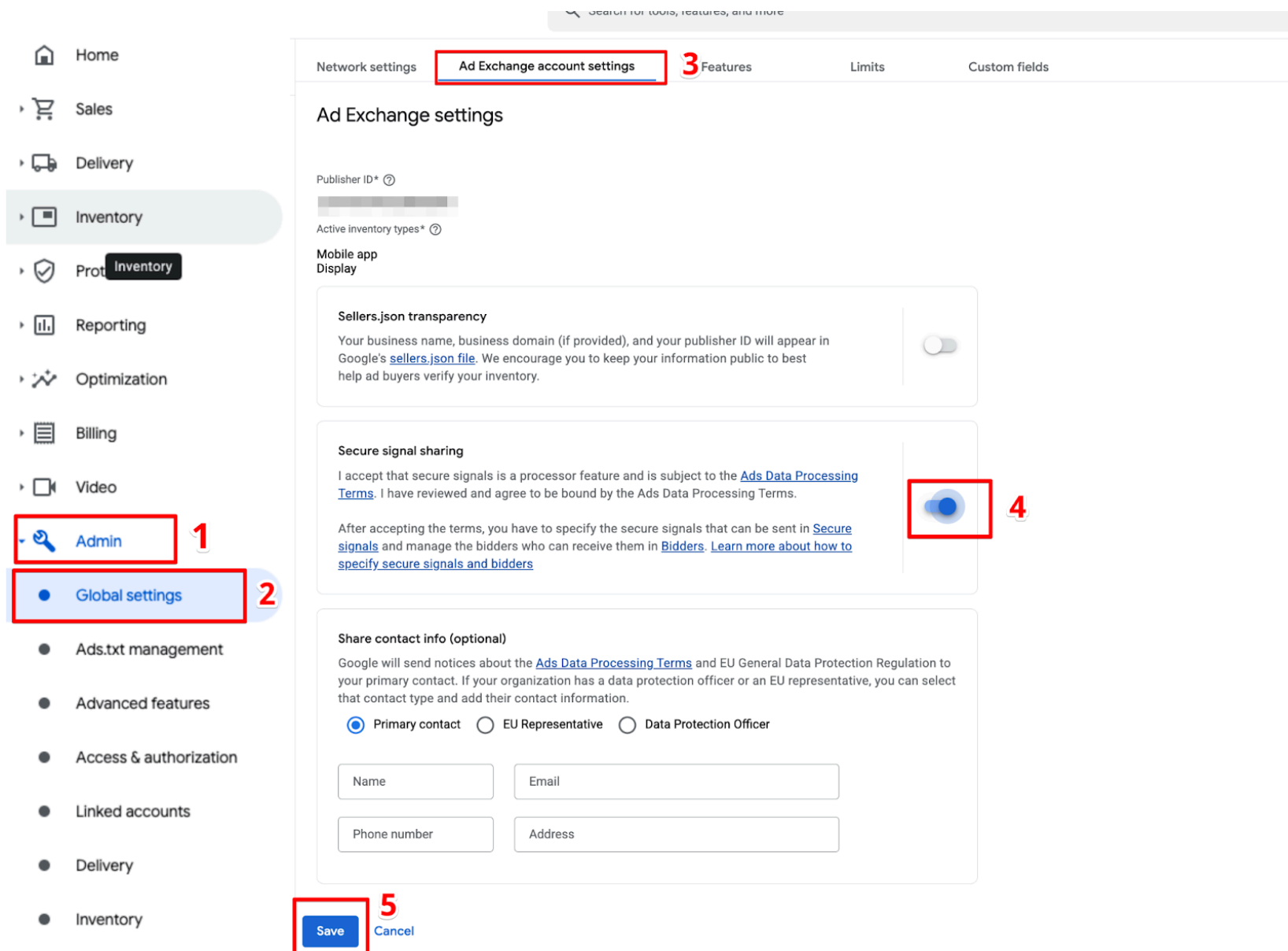


Figure 2. Secure Signals activation within the Global account settings