



DATA SERVICES API

RELEASE NOTES

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Important to Note

Breaking Change for users of the `person.mortgagesAndLoans.homeLoans.lenderStandardizationCode`

! Changed the `person.mortgagesAndLoans.homeLoans.lenderStandardizationCode` data type from integer to string.

New Capabilities

Audience Counts

A Beta release for the Audience Select API is currently available.

The Audience Select, also called Count, Endpoint provides users of the Data Services API with the capability to acquire counts of audiences using approximately 150 attributes as selection criteria and Acxiom's premium deliverability population to count against. Counts requests are submitted to either the transactional (i.e., single request) or batch (i.e., multiple requests simultaneously) endpoints. The document can be returned in XML, HTML, or JSON format, and is dependent on the quality and amount of data input. There is a 1,000 request per call maximum limit. Any counts query that returns less than 100 documents will not return a count, but will return a flag indicating the minimum threshold has not been met. A user interface is not available for the 1.6 release. For more details see the Audience Select documentation located in the Developer Portal.

Portraits for Entity Documents

The Data Services API has been enhanced to provide entity documents through the Portrait service. This means clients can now get statistical representations of the **ownershipAndOccupancy** bundle within the entity documents.

Expanded Matching Functionality

The Data Services API matching has been expanded by modifying the Match service to allow users to input a phone with non-numeric characters. The non-numeric characters will be removed prior to the attempted match, whereas before, the request would have been rejected as invalid.

Extended SHA1 Hash Permutations on the Lookup Endpoint

The following Hash permutations are now available through the Lookup Endpoint:

- CL
- AL
- EMAIL
- PHONENO
- DL
- SSN
- FNAME LNAME ADDRESS CITY STATE ZIP
- FNAME LNAME GSUFFIX ADDRESS CITY STATE ZIP
- FNAME MINIMAL LNAME ADDRESS CITY STATE ZIP
- FNAME MINIMAL LNAME GSUFFIX ADDRESS CITY STATE ZIP
- FNAME LNAME EMAIL
- FNAME LNAME PHONENO
- ADDRESS CITY STATE ZIP
- FNAME LNAME GSUFFIX EMAIL
- FNAME LNAME GSUFFIX PHONENO
- FNAME MINIMAL LNAME EMAIL
- FNAME MINIMAL LNAME GSUFFIX EMAIL
- FNAME MINIMAL LNAME GSUFFIX PHONENO
- FNAME MINIMAL LNAME PHONENO
- FNAME MNAME LNAME ADDRESS CITY STATE ZIP
- FNAME MNAME LNAME EMAIL
- FNAME MNAME LNAME GSUFFIX ADDRESS CITY STATE ZIP
- FNAME MNAME LNAME GSUFFIX EMAIL
- FNAME MNAME LNAME GSUFFIX PHONENO
- FNAME MNAME LNAME PHONENO

Corrective Improvements

documentId Return Change

The Data Services API will now only return the **id** bundle when specifically requested, or by default when no bundles are specified. This change invalidates the need for the **docId_only** parameter, and therefore it will be deprecated.

Updated Documentation on Developers Portal

- Updated the Match Endpoints documentation to provide better details regarding the acceptable input parameter combinations.
- Added the new SHA1 Hash permutations to the Lookup Endpoints documentation.

Data

New Data

The following table shows the data changes for the current release:

General Category	Doc Type	Bundle	Element	Add/Change/Remove	Description of Change
Demographics	household	basicDemographics	childrenPresent	C	Added Valid Value of "False"
Financial	person	mortgagesAndLoans	homeLoans.lenderStandardizationCode	C	! Breaking change -- changed data type to string
Financial	person	insurance	haveInsuranceType	A	Added Attribute
Travel & Entertainment	person	productPurchases	travel	C	New valid values

Attributes Still in Beta

The following attributes are still in beta, and are undergoing adjustments:

- person.bankingAndServices.onlineBanking
- person.bankingAndServices.payBillsByAutomaticallyChargingToCreditCard
- person.causesAndVolunteer.memberOfCharitableOrganizations
- person.healthAndMedical.healthInterestIndicator
- person.insurance.anyAutoClub
- person.insurance.carryASeparateTermLifePolicy
- person.insurance.carryAUniversalLifePolicy
- person.insurance.obtainADDInsurance
- person.insurance.obtainDentalInsurance
- person.insurance.obtainDisabilityInsurance
- person.insurance.obtainLifeInsuranceMethod
- person.insurance.obtainVisionCareInsurance
- person.insurance.obtainLifeInsuranceMethod.veryLikely
- person.investmentsAndAssets.haveAnOnlineTradingAccount
- person.investmentsAndAssets.haveAnyIRAAccount
- person.mobilePhonesAndCarriers.switchedFrom
- person.political democraticParty
- person.political republicanParty
- person.productPurchases.hobbies
- person.shoppingAndPurchaseChannel.purchaseApparelChannel
- person.shoppingAndPurchaseChannel.shoppedForViaInternet
- person.technology.cordCutter

- person.technology.earlyTechnologyAdopter
- person.technology.technographicSegment
- person.technology.useAnEReader