acxiom™

DATA SERVICES API

2.1 RELEASE NOTES

INSTALL TO PRODUCTION ENVIRONMENT: AUGUST 21, 2016

Trademarks and Copyrights

Trademarks

Acxiom is a registered trademark of Acxiom Corporation.

All other trademarks and registered trademarks are the property of their respective owners.

Copyright Notice

© Copyright 2016 by Acxiom Corporation. All rights reserved.

Reproduction of all or any portion of this text, software, or exhibits without the prior written consent of Acxiom is expressly prohibited.

The documentation in this guide (vs. information provided) is subject to change by Acxiom Corporation without prior notice.

Users may copy this manual and the program(s) described in this manual only for the express purpose(s) for which the program and product(s) were designed and only for the direct use(s) of the original purchaser. Any and all copies of the materials must contain appropriate Acxiom copyright statements and acknowledgments. This manual is Confidential Information of Acxiom and is subject to the confidentiality provisions between the parties.

acxiom

Contents

Changes & Improvements

Refined the matching logic

Data Services API matching logic has been refined, specifically in the areas of:

- Match scoring

- First initial and middle name

- PO Boxes and RR

- Email/phone

Impact to clients: Clients can expect to see better, more accurate, matching results.

New Data

The following table shows the data changes for the 2.1 release.

General Category	Doc Type	Bundle	Element	Description of Change	Internal or External
demographics	person	areaDemographicsGS	dominantRaceOrEthnicity	Replaced 2000 data with 2015 and added valid value of OTH	E
demographics	person	areaDemographicsGS	foreignLanguageIndex	Replaced 2000 data with 2015	E
demographics	person	areaDemographicsGS	overallSocioeconomicStatus	Replaced 2000 data with 2015	E
demographics	person	areaDemographicsGS	overallSocioeconomicStatusIndex	Replaced 2000 data with 2015	E
demographics	person	areaDemographicsGS	overallTechnologyAdoptionIndex	Replaced 2000 data with 2015	E
demographics	person	eTechDemographics	assimilationIndex	New attribute	E
demographics	person	eTechDemographics	ethnicCode	Changed element from 8925 to 5925. Valid value changes: - Removed "7A" = Hindu - Added "55" = Taiwanese - Added "71" = Brazilian	E

General Category	Doc Type	Bundle	Element	Description of Change	Internal or External
				- Added "8W" = Jamaican	
demographics	person	eTechDemographics	languagePreference	Changed element from 8928 to 5928. Valid value changes: - Added '54' = Cantonese - Added '65' = Hmong - Changed 46 from Pashto to Pashtu/Pashto - Changed 48 from Bengali to Bengali/Bangla - Changed 49 from Indonesian to Bahasa Indonesia - Changed 53 from Chinese to Mandarin - Changed 59 from Malay to Bahasa Melayu - Changed 60 from Laotian to Lao - Changed 64 from Uzbeki to Uzbek - Changed 72 from Turkmeni to Turkmen - Changed 80 from Tongan to Comorian/Shikomoro - Changed 9K from Ibo/Igbo to Igbo	E

General Category	Doc Type	Bundle	Element	Description of Change	Internal or External
demographics	person	eTechDemographics	religiousAffiliation	New attribute	E