

DATA SERVICES API RELEASE NOTES AUGUST 2018

AUGUST 17, 2018



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Overview

It's all about the Graph

Announcing the August 2018 AbiliTec® release which is focused on enhancing the AbiliTec Identity Graph. The AbiliTec Identity Graph is the world's largest omnichannel identity graph with over 40 years of historical data and over 5 billion representations and it just got better. The AbiliTec Identity Graph is shifting to more accurately represent today's reality by expanding coverage of digital touchpoints and building out person nodes even with limited touchpoint data increasing customer match rates with the same level of quality and confidence expected with AbiliTec Identity Resolution.

The August 2018 release will be pushed to production on August 17, 2018. Following is a high-level overview of the changes in this release.

Changes and Improvements

- Broader definition of a person
- Better handling of shared touchpoints
- Advanced algorithms

Data

- Added new sources of data into the Identity Graph
- Added 220 million new emails to AbiliTec Identity Graph

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Changes and Improvements

Enhanced AbiliTec Identity Graph

Broader definition of a person

The build of the AbiliTec Identity Graph now leverages all touchpoint data available when creating a person. A person may be defined within the graph with as little as a name and a single touchpoint (e.g., email, phone, etc.) resulting in maintained identifiers returned during resolution.

Better handling of shared touchpoints

As all touchpoints are now used for creating a person they are also utilized when determining if two people are the same person along with existing associative data.

Advanced algorithms

More sophisticated algorithms make the Identity Graph better reflect reality.

Impact to clients

- Significantly increased match rates across all touchpoints:
 - Traditional postal-based match rates will increase up to 1.5%
 - Email and phone match rates will increase 2-10%
- Better-formed person nodes resulting in different identifiers being returned:
 - Traditional postal-based clients will see differences of approximately 1-5%
 - Clients using email and phone will see identifier changes range from 3-7%
- Improvements in the forming of a person in turn positively impact the household definition

Data

New sources of data and 220 million emails were added to the Identity Graph in the August 2018 release.

Impact to Clients

- Increased email match rates
- Expanding digital reach