



DATA SERVICES API

RELEASE NOTES

DECEMBER 8, 2015



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Contents

Trademarks and Copyrights	i
Trademarks.....	i
Copyright Notice	i
Contents	ii
New Capabilities	1
New/Changed Data	2
Attributes in Beta	5

New Capabilities

New abilitecHousehold bundle in entity documents

Clients now have the option to retrieve all three AbiliTec links (Consumer Link, Address Link, and Household Link) in a single request to the API by requesting the abilitec and new abilitecHousehold bundles. Clients should see decreased latency by reducing the number of calls required.

placeld in postalContact bundle

Clients now have an easier way to get the postal deliverability and postal flags for the individuals “best” address. When a client makes a call to the person document to append an address, they will call the postalContact bundle. That bundle now contains a placeld, which links to the place document for the address. Use the placeld on the docld endpoint for faster and easier document retrieval.

New semcasting bundles

Three new semcasting bundles are available with this release. The financial-related semcasting bundles provide information about housing costs, cost of living, tax rates, and other factors for income up to \$2 MM per household, as well as the spending capacity of the household. The property-related semcasting bundle provides information about the likelihood of the household to own a vacation property.

The following new bundles are now available in the **Person** document:

- **incomeRangePremiumSemcasting**
 - Returns the income range minimum and maximum values.
- **discretionaryIncomeSemcasting**
 - Provides a resource-based index of household spending capacity rather than strictly a measure of available assets.
- **vacationPropertySemcasting**
 - Provides an indicator of the likelihood of an individual to own a vacation property.

New/Changed Data

New Data

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

General Category	Doc Type	Bundle	Element	Description of Change
Spending	person	productPurchases	apparel	Added valid values: <ul style="list-style-type: none"> • Young unisex • General • Hand crafted/Cultural jewelry • Men’s accessories • Men’s casual • Sterling silver jewelry • Women’s accessories • Women’s casual
Spending	person	productPurchases	childrensProducts	Added valid values: <ul style="list-style-type: none"> • Baby home decor • General • Home decor • Toys
Spending	person	productPurchases	hobbies	Added valid value: Golf

General Category	Doc Type	Bundle	Element	Description of Change
Spending	person	productPurchases	homeAndGarden	Added valid value: Home furnishings accessories
Spending	person	productPurchases	pets	New attribute
Spending	person	productPurchases	travel	Added valid value: Cruises/Package vacations
Products&Services	person	technology	pcModemOwner	New attribute
Spending	person	spending	retailRecentPurchases	New attribute
Spending	person	spending	retailRecentPurchases.category	New attribute
Spending	person	spending	retailRecentPurchases.retailActivityDate	New attribute
Financial	person	incomeRangePremiumSema asting		New bundle

General Category	Doc Type	Bundle	Element	Description of Change
Financial	person	incomeRangePremiumSemcasting	incomeRangeMin	New attribute
Financial	person	incomeRangePremiumSemcasting	incomeRangeMax	New attribute
Financial	person	discretionaryIncomeSemcasting		New bundle
Financial	person	discretionaryIncomeSemcasting	discretionaryIncomeIndex	New attribute
Property	person	vacationPropertySemcasting		New bundle
Property	person	vacationPropertySemcasting	vacationPropertyOwnershipPropensity	New attribute
Activities and Interests	Person	causesAndVolunteer	donation	New attribute

Attributes 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