



# DATA SERVICES API

## 2.7 RELEASE NOTES

**FEBRUARY 17, 2017**



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# Overview

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The 2.7 release will be pushed to production on February 17<sup>th</sup>, 2017. Following is a high-level overview of the changes in this release.

## New Features

- Added support for transcoding
- Added Household link to entity documents in Demo environment

## Changes and Improvements

- Updated distinct match flags
- Updated population for Household links to 100%
- New URL for Token Endpoint Redundancy

## Data

- Added new Audience Propensities bundles

# New Features

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## Added Household link to entity documents in Demo environment

Household links have been added to entity documents in the Demo environment. Clients can now make requests to household documents directly and receive a response.

### Impact to clients

- **Transactional:** The demo environment more closely mimics the Production environment.
- **Batch:** The demo environment more closely mimics the Production environment.

# Changes & Improvements

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## Updated distinct match flags

The logic that sets the distinct match flag for households has been updated.

- If **person.matchMetaData.distinctMatch** is equal to **true**, then **household.matchMetadata.distinctMatch** will be set to **true**.
- If **person.matchMetaData.distinctMatch** is not equal to **true** but all non-distinct matched Consumer Links (CLs) have the same Household Link (HL) then **household.matchMetadata.distinctMatch** will be set to true.
- If only an address, or a proxy (e.g., Lat/Long), is input then **household.matchMetadata.distinctMatch** will be set to true.

## Impact to clients

- **Transactional:** More useful distinctMatch flag for households.
- **Batch:** More useful distinctMatch flag for households.

## Enhanced population for Household links to 100%

The AbiliTec Household Product has been enhanced to return links 100% of the time when **entity.abilitechHousehold** or **household.abilitech** are requested or defaulted. Derived household links are now generated from the entire input string when a household is not known.

## Impact to clients

- **Transactional:** 100% key coverage.
- **Batch:** 100% key coverage.

## New URL for Token Endpoint Redundancy

Clients should now use the URL '<https://api.acxiom.com/v1/oauth2/token>' to retrieve a token when accessing the DS API. This endpoint provides redundancy unlike the old (login.myacxiom.com) URL. Clients are likely to experience fewer failed transactions once this switch is made.

## Impact to clients

- **Transactional:** More fully redundant system means fewer opportunities for downtime
- **Batch:** N/A

# New Data

The following table shows the data changes for the 2.7 release. All additions and changes are external.

| General Category | Doc Type | Bundle   | Element                         | Sub Attribute  | Add/ Change/ Remove | Description of Change | IBE/AP Number (internal) |
|------------------|----------|--|---------------------------------|----------------|---------------------|-----------------------|--------------------------|
| Communications   | person   | inMarketTimingSwitch                               | cellPhoneProviders              | rankBase20     | A                   |                       | AP000314                 |
| Communications   | person   | inMarketTimingSwitch                               | cellPhoneProviders              | likelihood     | A                   |                       | AP000314                 |
| Insurance        | person   | propertyHomeOwnerInsuranceBrandFinancial           | aig                             | rankBase20     | A                   |                       | AP001146                 |
| Insurance        | person   | propertyHomeOwnerInsuranceBrandFinancial           | aig                             | likelihood     | A                   |                       | AP001146                 |
| Insurance        | person   | propertyHomeOwnerInsuranceChannelAcquired          | responseToDirectMailAdvertising | rankBase20     | A                   |                       | AP001160                 |
| Insurance        | person   | propertyHomeOwnerInsuranceChannelAcquired          | responseToDirectMailAdvertising | likelihood     | A                   |                       | AP001160                 |
| Insurance        | person   | propertyHomeOwnerInsuranceChannelAcquiredFinancial | responseToWebsiteAdvertising    | rankBase10     | A                   |                       | AP001161                 |
| Insurance        | person   | propertyHomeOwnerInsuranceChannelAcquiredFinancial | responseToWebsiteAdvertising    | likelihood     | A                   |                       | AP001161                 |
| Insurance        | person   | propertyHomeOwnerInsuranceChannelAcquired          | responseToPhoneAdvertising      | rankBase20     | A                   |                       | AP001162                 |
| Insurance        | person   | propertyHomeOwnerInsuranceChannelAcquired          | responseToPhoneAdvertising      | likelihood     | A                   |                       | AP001162                 |
| Insurance        | person   | lifeInsuranceBrand                                 | aig                             | rankBase20     | A                   |                       | AP001165                 |
| Insurance        | person   | lifeInsuranceBrand                                 | aig                             | likelihood     | A                   |                       | AP001165                 |
| Communications   | person   | communicationsSegmentation                         | communicationsConsumerDynamics  | segment        | A                   |                       | AP001293                 |
| Communications   | person   | communicationsSegmentation                         | communicationsConsumerDynamics  | precisionLevel | A                   |                       | AP001293                 |
| Retail           | person   | retailerType                                       | discountStore                   | rankBase10     | A                   |                       | AP001726                 |
| Retail           | person   | retailerType                                       | discountStore                   | likelihood     | A                   |                       | AP001726                 |

| General Category | Doc Type | Bundle                         | Element           | Sub Attribute | Add/ Change/ Remove | Description of Change | IBE/AP Number (internal) |
|------------------|----------|--------------------------------|-------------------|---------------|---------------------|-----------------------|--------------------------|
| Communications   | person   | mobilePhoneCarrierChoiceReason | betterCallQuality | rankBase20    | A                   |                       | AP001884                 |
| Communications   | person   | mobilePhoneCarrierChoiceReason | betterCallQuality | likelihood    | A                   |                       | AP001884                 |
| Communications   | person   | mobilePhoneFeatureImportance   | operatingSystem   | rankBase20    | A                   |                       | AP003302                 |
| Communications   | person   | mobilePhoneFeatureImportance   | operatingSystem   | likelihood    | A                   |                       | AP003302                 |
| Communications   | person   | mobilePhoneBrand               | sprint            | rankBase20    | A                   |                       | AP003305                 |
| Communications   | person   | mobilePhoneBrand               | sprint            | likelihood    | A                   |                       | AP003305                 |
| Communications   | person   | mobilePhoneBrand               | attWireless       | rankBase20    | A                   |                       | AP003306                 |
| Communications   | person   | mobilePhoneBrand               | attWireless       | likelihood    | A                   |                       | AP003306                 |
| Communications   | person   | mobilePhonePlan                | prepay            | rankBase20    | A                   |                       | AP003331                 |
| Communications   | person   | mobilePhonePlan                | prepay            | likelihood    | A                   |                       | AP003331                 |
| Communications   | person   | mobileCustomerBrand            | tmobile           | rankBase20    | A                   |                       | AP003343                 |
| Communications   | person   | mobileCustomerBrand            | tmobile           | likelihood    | A                   |                       | AP003343                 |
| Communications   | person   | mobileCustomerBrand            | verizon           | rankBase20    | A                   |                       | AP003346                 |
| Communications   | person   | mobileCustomerBrand            | verizon           | likelihood    | A                   |                       | AP003346                 |
| Communications   | person   | mobilePhoneCarrierChoiceReason | coverage          | rankBase20    | A                   |                       | AP003991                 |
| Communications   | person   | mobilePhoneCarrierChoiceReason | coverage          | likelihood    | A                   |                       | AP003991                 |
| Communications   | person   | mobilePhoneCarrierChoiceReason | customerService   | rankBase20    | A                   |                       | AP003992                 |
| Communications   | person   | mobilePhoneCarrierChoiceReason | customerService   | likelihood    | A                   |                       | AP003992                 |
| Retail           | person   | accessoriesPurchaseType        | luxuryBrands      | rankBase20    | A                   |                       | AP004710                 |
| Retail           | person   | accessoriesPurchaseType        | luxuryBrands      | likelihood    | A                   |                       | AP004710                 |



| General Category | Doc Type | Bundle                                  | Element                             | Sub Attribute | Add/ Change/ Remove | Description of Change  | IBE/AP Number (internal) |
|------------------|----------|---|-------------------------------------|---------------|---------------------|------------------------|--------------------------|
| Insurance        | person   | otherInsuranceFinancial                 | insurancePoliciesWith3PlusCompanies | rankBase20    | A                   |                        | AP005195                 |
| Insurance        | person   | otherInsuranceFinancial                 | insurancePoliciesWith3PlusCompanies | likelihood    | A                   |                        | AP005195                 |
| Insurance        | person   | generalInsuranceSwitchProviderFinancial | likelyToSwitchInsuranceProvider     | rankBase20    | A                   |                        | AP005199                 |
| Insurance        | person   | generalInsuranceSwitchProviderFinancial | likelyToSwitchInsuranceProvider     | likelihood    | A                   |                        | AP005199                 |
| Insurance        | person   | otherInsuranceObtainFinancial           | travel                              | rankBase20    | A                   |                        | AP005418                 |
| Insurance        | person   | otherInsuranceObtainFinancial           | travel                              | likelihood    | A                   |                        | AP005418                 |
| Communications   | person   | serviceBundleTypes                      | anyHomeCommunicationsBundle         | rankBase20    | A                   |                        | AP005777                 |
| Communications   | person   | serviceBundleTypes                      | anyHomeCommunicationsBundle         | likelihood    | A                   |                        | AP005777                 |
| Insurance        | person   | healthInsuranceObtain                   | supplementalHealth                  | rankBase20    | A                   |                        | AP005966                 |
| Insurance        | person   | healthInsuranceObtain                   | supplementalHealth                  | likelihood    | A                   |                        | AP005966                 |
| Technology       | person   | mobileWalletUse                         | mobileWalletPowerUser               | rankBase20    | A                   |                        | AP006161                 |
| Technology       | person   | mobileWalletUse                         | mobileWalletPowerUser               | likelihood    | A                   |                        | AP006161                 |
| Financial        | person   | investmentsAndAssets                    | fullServiceInvestor                 |               | R                   |                        | 2836                     |
| Financial        | person   | investmentsAndAssets                    | selfDirectedInvestor                |               | R                   | Replaced with AP001256 | 2837                     |
| Financial        | person   | investmentsAndAssets                    | selfDirectedInvestor                |               | C                   |                        | AP001256                 |