



DATA SERVICES API

RELEASE NOTES

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New Capabilities

Retrieve household documents with only Lat/Long on input

Clients can now retrieve the household document associated with the address to which the latitude/longitude resolves.

The household document contains all data about the household, including number of people, number of adults, income, household AbiliTec link, and others.

This capability allows our clients to retrieve demographic and other information about a household using only a lat/long, which is common in the mobile ad industry.

Note: This is for (live) beta testing only; results should not be integrated until the subsequent release.

Enhancements to Existing Capabilities

Increase in return of derived links

Clients can now receive derived links, where previously the data was considered too sparse. Derived links provide an algorithmically-generated key based on the actual data input.

Portrait Service Enhancement

Portraits are now calculated using a smaller and more statistically accurate representation of the US Census population.

A Portrait is a statistical representation document (person, place, household, or entity) based on the input parameters provided and the document type requested. The more complete and precise the input data, the more precise the computed portrait will be. The Portrait Endpoint populates documents via an algorithmic approach based on summarized Acxiom data. Unlike the Match, Lookup, and Doc ID endpoints, Portrait, when called directly, does not attempt to find a pre-computed response. The portrait capability can also be invoked via a waterfall method on the match endpoint by using the “persistedDocumentsOnly = false” parameter. If configured this way, statistical representations will only be computed when no match is found.

Click [here](https://developer.myacxiom.com/code/api/endpoints/portrait) to read more about Portraits, or copy and paste this link into your browser:
<https://developer.myacxiom.com/code/api/endpoints/portrait>