

# JANUARY 2018 DS API RELEASE NOTES

JAN 19, 2018



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# Overview

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The January 2018 release will be pushed to production on January 19, 2018. Following is a high-level overview of the changes in this release.

## New Features

- See all of the marketable members of a household with the new **householdMembers** bundle!

## Changes and Improvements

- More robust population of the **place.propertyDescription.propertyType** attribute
- Increased E-mail Touchpoints in the graph by 11 million

## Data

- Added new **householdMembers** bundle
- Added new attributes to the **spending** bundle - see Data section for details

## Follow Our Blog!

Stay up-to-date on what is happening in the API and find answers to many commonly asked questions: <https://developer.myacxiom.com/launch/community/blog>

# New Features

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## Marketable Members in a Household

The new **householdMembers** bundle makes it possible to get a list of all marketable consumers within a household as defined by Acxiom.

### Impact to clients

- **Transactional:** By using the **householdMembers** bundle, you can now see all marketable members of a household.
- **Batch:** By using the **householdMembers** bundle, you can now see all marketable members of a household.

# Changes & Improvements

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## More robust population of the attribute “place.propertyDescription.propertyType”

The **place.propertyDescription.propertyType** field now has increased coverage. This field indicates the type of property at the address specified. Valid responses include:

- Firm
- General Delivery
- Mobile home
- Multi-family residential
- PO Box
- Prison
- Rural Route
- Single family residential
- Timeshare

### Impact to clients

- **Transactional:** Data is now being more robustly populated. Most clients will see an overall improvement of approximately 51%.
- **Batch:** Data is now being more robustly populated. Most clients will see an overall improvement of approximately 51%.

## Increased E-mail Touchpoints in the data graph

E-mail Touchpoints have been increased in the graph by 11 million. This resulted in an overall 0.5% to 2.0% increase in match rates when matching on email.

### Impact to clients

- **Transactional:** Increased match rates of approximately 0.5% to 2.0% on email.
- **Batch:** Increased match rates of approximately 0.5% to 2.0% on email.

# Data

The following changes were made to the Data Bundles for the January 2018 release.

General Category	Doc Type	Bundle	Attribute	Sub-attribute Level 1	Add/Change/Remove
Spending	person	spending	averageDaysBetweenOnlineOrders		A
Spending	person	spending	averageDollarAmountPerOrder		A
Spending	person	spending	averageDollarAmountPerPurchase		A
Spending	person	spending	firstOnlinePurchaseDate		A
Spending	person	spending	lastOnlinePurchaseDate		A
Spending	person	spending	totalOnlineDollars		A
Spending	person	spending	totalOnlineOrders	dollars1000Plus	A
Spending	person	spending	totalOnlineOrders	dollars100To250	A
Spending	person	spending	totalOnlineOrders	dollars250To500	A
Spending	person	spending	totalOnlineOrders	dollars500To1000	A
Spending	person	spending	totalOnlineOrders	dollars50To100	A
Spending	person	spending	totalOnlineOrders	dollarsUnder50	A
Spending	person	spending	totalOnlineOrders	total	A
Spending	person	spending	weeksSinceFirstOnlineOrder		A
Spending	person	spending	weeksSinceLastOnlineOrder		A
Linkage	household	householdMembers			A