



DATA SERVICES API

RELEASE NOTES

JULY 28, 2015



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New Capabilities

Metadata API

Users can now programmatically retrieve metadata in a JSON schema format about the data contained in the DSAPI, including bundles, attributes, valid values, and much more.

See our developer portal for more information: developer.myacxiom.com

Corrective Improvements

Valid values corrections

To maintain consistency in our data representation we have slightly modified a few of the valid values for some of the attributes:

Document Type	Bundle	Attribute	Old Valid Value	New Valid Value
person	interests	lifestyle	High-tech living	High-Tech living
person	interests	lifestyle	Cultural/artistic living	Cultural/Artistic living
person	shoppingAndPurchaseChannel	mailOrderBuyerCategories	Book	Books
person	shoppingAndPurchaseChannel	mailOrderBuyerCategories	Collectible	Collectibles
person	shoppingAndPurchaseChannel	mailOrderBuyerCategories	Electronic	Electronics

New Data

All data was updated/refreshed.

No new attributes added.

Please note the following elements will not be populated in this release, as they are in algorithm retuning:

- person.causesandvolunteer.memberofcharitableorganizations
- person.dining.restaurantbrandaffinity.verylikely
- person.dining.restauranttypeaffinity.likely
- person.dining.restauranttypeaffinity.somewhatlikely
- person.dining.restauranttypeaffinity.verylikely
- person.insurance.obtainmedicalinsurancemethod.verylikely
- person.investmentsandassets.haveanonlinetradingaccount
- person.mediaconsumption.mediachannelusage.somewhatunlikely
- person.mediaconsumption.mediachannelusage.unlikely
- person.mediaconsumption.mediachannelusage.veryunlikely
- person.mediaconsumption.tvserviceprovider.likely
- person.mediaconsumption.tvserviceprovider.verylikely
- person.mobilephonesandcarriers.carrierchoicefactor.verylikely
- person.mobilephonesandcarriers.preferredphonebrand.verylikely
- person.mobilephonesandcarriers.switchedfrom.verylikely
- person.shoppingandpurchasechannel.purchaseapparelchannel.verylikely
- person.shoppingandpurchasechannel.purchasechannel.somewhatunlikely
- person.shoppingandpurchasechannel.purchasechannel.unlikely
- person.shoppingandpurchasechannel.purchasechannel.veryunlikely
- person.shoppingandpurchasechannel.purchaseelectronicschannel.likely
- person.shoppingandpurchasechannel.purchaseelectronicschannel.somewhatlikely
- person.shoppingandpurchasechannel.purchaseelectronicschannel.verylikely
- person.shoppingandpurchasechannel.purchasedviainternet.verylikely