



# DATA SERVICES API

## RELEASE NOTES

**JULY 8, 2015**





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# New Capabilities

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## Lat/Long to place documents

Users can now input Lat/Long coordinates only and request and retrieve a place document. Lat/Long now resolves to a postal point.

Example Use: If a mobile app is collecting a user's Lat/Long, the app could pass that information into the DSAPI and retrieve information about the property in which the individual is currently, including house sqft, lot size, home market value, geo information, and others. The resulting information can be used to place targeted ads.

## Improved Demo Base\*

**\*This feature will not be released on 6/30, but the following week.**

We have expanded our demo base to include over 2,500 records. All production functionality is replicated in the demo base with generated (fake) data. The demo base is available on our developer portal ([developer.myacxiom.com](http://developer.myacxiom.com)). Registration required.

## Rate limiting and Throttling Classes

We can now offer higher throttling limits to tenants when there is a business need.

# Service Improvements

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## Matching improvement

When addresses are parsed incorrectly on input, it can throw the match logic off by including common words that do not belong in the match fields. We have implemented a suppression of those common words and have seen improved match results.

Example

Primary Number	Pre Directional	Street Name	Street Suffix	Post Directional	Unit Designator	Secondary Number
430	E	63 <sup>rd</sup> St Apt 1F				



# Corrective Improvements

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## Match Improvement

Previously, when a secondary number was present on an address, we were scoring a conflict on secondary number higher than a populated vs null value. We have adjusted the scoring and matches are returning as expected.

## Extend the length of bundle input parameter

Previously, our api could not accept a requests of all the bundle names. The input parameter string was too long. We have corrected this and you can now specify all bundle names.

## Blank parameter fields

Blank parameter fields (i.e. zipCode=) are now treated the same a null fields.