

# JULY 2017 DS API RELEASE NOTES

JUL 14, 2017



# Trademarks and Copyrights

---

## Trademarks

Acxiom is a registered trademark of Acxiom Corporation.

All other trademarks and registered trademarks are the property of their respective owners.

## Copyright Notice

© Copyright 2017 by Acxiom Corporation. All rights reserved.

Reproduction of all or any portion of this text, software, or exhibits without the prior written consent of Acxiom is expressly prohibited.

The documentation in this guide (vs. information provided) is subject to change by Acxiom Corporation without prior notice.

Users may copy this manual and the program(s) described in this manual only for the express purpose(s) for which the program and product(s) were designed and only for the direct use(s) of the original purchaser. Any and all copies of the materials must contain appropriate Acxiom copyright statements and acknowledgments. This manual is Confidential Information of Acxiom and is subject to the confidentiality provisions between the parties.

# Table of Contents

---

<b>Trademarks and Copyrights .....</b>	<b>i</b>
Trademarks .....	i
Copyright Notice .....	i
<b>Table of Contents.....</b>	<b>ii</b>
<b>Overview .....</b>	<b>1</b>
New Features .....	1
Changes and Improvements .....	1
Data .....	1
Follow Our Blog! .....	1
<b>Changes and Improvements.....</b>	<b>2</b>
Improved matching logic .....	2
Impact to clients .....	2
Impact to delivery .....	2

# Overview

---

The July 2017 release will be pushed to production on July 14th, 2017. Following is a high-level overview of the changes in this release.

## New Features

There were no new features for this release.

## Changes and Improvements

- Improved matching logic

## Data

There were no additions or changes to data for this release.

## Follow Our Blog!

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

# Changes and Improvements

## Improved matching logic

Enhancements have been made to the matching logic that allow for more accurate matches when a secondary number is present. There was less than 0.01% difference in the results.

### Examples

	FIRST NAME	MIDDLE NAME	LAST NAME	PRI NUM	PRE DIR	STREET	STREET SUFFIX	UNIT DES	SEC NUM	CITY	STATE	ZIP
INPUT	LAURA		WILLIAMS	428	E	PARK	AVE	APT	E	GREENCOAST	CA	91132
PREVIOUS	LAURA		WILLIAMSON	428	E	PARK	AVE			GREENCOAST	CA	91132
NEW	LAURA		WILLIAMS	428	E	PARK	AVE	APT	E	GREENCOAST	CA	91132
INPUT	JACK	R	THORNTON	345	E	BEND	BLVD	APT	E	SACRAMENTO	CA	93022
PREVIOUS	JACK	R	THORTON	345	E	BEND	BLVD			SACRAMENTO	CA	93022
NEW	JACK	R	THORNTON	345	E	BEND	BLVD	APT	E	SACRAMENTO	CA	93022
INPUT	ELLEN	T	HANKS	3020	E	ELMWOOD SOUTH	DR	APT	E	GOLDEN	CO	87567
PREVIOUS	ELLEN	T	HANKS-DUNN	3020	E	ELMWOOD SOUTH	DR			GOLDEN	CO	87567
NEW	ELLEN	T	HANKS	3020	E	ELMWOOD SOUTH	DR	APT	E	GOLDEN	CO	87567
INPUT	TERRY		SIMMONS	734	E	WALLY	ST	LOT	E	MILLS	GA	30929
PREVIOUS	TERRY		SIMMIONS	734	E	WALLY	ST			MILLS	GA	30929
NEW	TERRY	M	SIMMONS	734	E	WALLY	ST	LOT	E	MILLS	GA	30929

## Impact to clients

- **Transactional:** More accurate matches when address is input.
- **Batch:** More accurate matches when address is input.

## Impact to delivery

- More accurate matches when address is input.