

# JUNE 2019 DS API RELEASE NOTES

JUNE 14, 2019



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# Release Information

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The June 2019 DS API release will be pushed to production on June 14, 2019. Following is a high-level overview of the changes in this release.

AbiliTec is now owned by LiveRamp. You can view LiveRamp documentation [here](#).

## New Features

### Added a new Personix Prime bundle

A new bundle, `person.personicxPrimeSegmentation` has been added to DS API. The `personicxPrimeSegmentation` bundle includes Personix Prime, an innovative new segmentation system intended to better represent modern consumers and their interactions in a digitally-oriented marketplace. Consumers are first assigned to one of 91 "Prime" segments for a multi-dimensional view of the individual consumer, and then assigned to one of 79 "Place" segments to better understand the household in which the consumer resides. Fifteen groups are also provided with the system, giving additional organizational structure to the Prime and Place dual clustering system. The `personicxPrimeSegmentation` bundle only appears in person documents.

The following attributes are available for this bundle:

**`person.personicxPrimeSegmentation.primeSegment.code`** - Personix Prime is an individual-level segmentation system that places each U.S. consumer into one of 91 "Prime" segments. The "Prime" clustering system is based on characteristics such as demographics, wealth indicators, political tendencies, media interests, digital usage, adoption of living services, behaviors and neighborhood factors.

**`person.personicxPrimeSegmentation.placeSegment.code`** - Personix Prime is an individual-level segmentation system that places each U.S. consumer into one of 79 "Place" segments. The "Place" clustering system is based on the age of the consumer, as well as household characteristics such as marital status, presence of children, income, net worth, home ownership and population density.

**`person.personicxPrimeSegmentation.primePlaceGroup.code`** - Personix Prime is an individual-level segmentation system that places each U.S. consumer into one of 15 "Groups" that combine the 91 Prime and 79 Place segments. The "Prime-Place Grouping" system is based on similar characteristics of both the Prime clusters and Place clusters.

## UDS Core Data

Our Data Ethics and Privacy team recently reviewed some overall corporate guidelines for data use. One of the outcomes was a new corporate policy regarding models that predict someone is likely to be expecting any children in any form or fashion. Therefore, UDS/DS API is removing the following attributes from our offering effective immediately:

### Removed three UDS Core/Literals attributes from the household.basicDemographics bundle

Effective with the June 2019 (3.10) release, the following attributes will no longer be available in Household documents:

household.basicDemographics.babyOrAdoptionPlans	AP004378
household.basicDemographics.babyPlans	AP004379
household.basicDemographics.adoptionPlans	AP004380

## Changes and Improvements

### Location Data (geoCodes)

Effective with the June 2019 (3.10) release, the newly redesigned Location-based geoCode bundles are available. The new bundles will replace what has been previously available, with a 90-day grace period for migrating from the old bundles to the new, before the old attributes are retired with the DSAPI release on September 20, 2019.

#### Migration Timeline

- June 14, 2019 – New bundles available, clients to begin migrating from old
- June 14 – September 19, 2019 – New and old bundles available in parallel for migration
- September 20, 2019 – Old bundles retired from code base/no longer available

## Location-based GEO attributes for client use going forward

Below is the list of new Location-based GEO attributes that are available to use going forward.

General Category	Doc Type	Bundle	Attribute	Add/Change/Remove	Description of Change	Internal/External
Location	place	Geo Lat/Lon	place.geoCodesLatLon.latitude	A	New bundle/attribute	E
Location	place	Geo Lat/Lon	place.geoCodesLatLon.longitude	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.precisionLevelCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.precisionLevelName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.blockCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.blockGroupCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.tractCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.coreBaseStatisticalAreaCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.coreBaseStatisticalAreaName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.minorCivilDivisionCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.minorCivilDivisionName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.placeCode	A	New bundle/attribute	E

General Category	Doc Type	Bundle	Attribute	Add/Change/Remove	Description of Change	Internal/External
Location	place	GeoCodes	place.geoCodes.placeName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.fipsStateCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.fipsCountyCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.fipsCountyName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.nielsenCountySizeCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.designatedMarketingAreaCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.designatedMarketingAreaName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.federalCongressionalDistrictCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.federalCongressionalDistrictName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.stateLowerHouseDistrictCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.stateLowerHouseDistrictName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.stateUpperHouseDistrictCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.stateUpperHouseDistrictName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.timeZoneCode	A	New bundle/attribute	E

General Category	Doc Type	Bundle	Attribute	Add/Change/Remove	Description of Change	Internal/External
Location	place	GeoCodes	place.geoCodes.timeZoneName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.coordinatedUniversalTime	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.daylightSavingsTimeObserved	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.countryCode	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.countryName	A	New bundle/attribute	E
Location	place	GeoCodes	place.geoCodes.fipsStateName	A	New bundle/attribute	E
Location	place	Population Density	place.geoPopulation.populationDensity.code	A	New bundle/attribute	E
Location	place	Population Density	place.geoPopulation.populationDensity.precisionLevel	A	New bundle/attribute	E

### Location-based GEO attributes retiring in September 2019

Below are the Geo attributes planned for retirement in September 2019.

General Category	Doc Type	Bundle	Attribute	Add/Change/Remove	Description of Change	Internal/External
Location	place	geoCodes	place.geoCodes.populationDensityMin	R	Retirement in DSAPI Sept 2019	E



General Category	Doc Type	Bundle	Attribute	Add/ Change/ Remove	Description of Change	Internal/ External
Location	place	geoCodes	place.geoCodes.populationDensityMax	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.populationDensityDescription	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.latitude	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.longitude	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.matchLevelCode	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.matchLevel	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.coreBaseStatisticalArea	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.minorCivilDivision	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.countyName	R	Retirement in DSAPI Sept 2019	E

General Category	Doc Type	Bundle	Attribute	Add/ Change/ Remove	Description of Change	Internal/ External
Location	place	geoCodes	place.geoCodes.neilsenCountySizeCode	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.designatedMarketingArea	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.federalCongressionalDistrict	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.stateLowerHouseDistrict	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.stateUpperHouseDistrict	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.timeZone	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.state	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.street	R	Retirement in DSAPI Sept 2019	E
Location	place	geoCodes	place.geoCodes.zipCode	R	Retirement in DSAPI Sept 2019	E