

DATA SERVICES API

RELEASE NOTES

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New Capabilities

Added POST request functionality to the transactional endpoints.

The option to make a POST request has been added to transactional endpoints. Now users can use GET and POST requests on the same endpoint in the same format.

Example:

GET|POST https://api.acxiom.com/v1/{document_class}/match?{match
parameters}&{standard_parameters}

Added "Key" parameter as lookup value on Lookup Endpoint.

In previous versions, lookup requests required the ER key to be specified as part of the URL, but now they can be specified with the "key" parameter instead. It should be included after the lookup type.

Example:

```
GET|POST
https://api.acxiom.com/v1/{document_class}/{lookup_type}/?key={lookup_
value}&{standard_parameters}"
```

Added support for SHA1 permutations.

With this release, we have changed our standard hashing algorithm from MD5 to SHA1. We have also reduced the number of standard permutations we support; however, additional permutations can be supported upon request. The functionality to support the following SHA1 permutations has been added. Data Services API documentation has been updated to reflect this new functionality.

- EMAIL
- FNAME LNAME ADDRESS CITY STATE ZIP
- PHONENO

Added more robust matching functionality.

With this release, the DSAPI now has Acxiom's full match base available for entity resolution. Clients can expect to see an 8-10% increase in match rates on average.



Added Derived Linking functionality.

Derived AbiliTec links are now available for the CLs and ALs in the DSAPI.

What is a derived link?

Derived Links are not maintained in the AbiliTec knowledge base. They are algorithmically calculated based on the client input data. You must provide the exact same input data to receive the same Derived Link. Therefore, if one or more characters of a standardized data element differ from the characters of another record, or if the information parses differently, AbiliTec will produce a different Derived Link.

Data is constantly being added to the AbiliTec knowledge base. Therefore, records that receive Derived Links can receive Maintained Links at some point in the future. It is recommended that all Derived Links be re-run through AbiliTec quarterly to take advantage of any new occupancy records that may have been added to the knowledge base.

AbiliTec accomplishes 100% file coverage by assigning Derived Links to all consumer names and addresses for unrecognized input data. When AbiliTec assigns a Derived Link, it is not indicative of data quality, move status, or any form of intelligence. It simply means that AbiliTec was unable to recognize the input information.

Derived Link Examples:

U.S. Link	Link Type	Link Example
Consumer	11	DDDDUS112H34B6JK
Address	13	DDDDUS132H34B6JK

Added Match components.

Clients can now see which of the input parameters we used to obtain the match in the DSAPI. This information is returned in the matchMetadata bundle.

Example:

```
"matchMetadata" : {
"matchComponents" : [ "name", "streetAddress", "zipCode" ]
}
```



Added Parsed name components.

When an unparsed name is input into the DSAPI, clients can now get back the parsed name components in the parsedInputName bundle. The name is returned exactly as input, only in a parsed format.

Example:

Added AbiliTec Household Link functionality.

Acxiom's AbiliTec Links bring together disparate representations of names and addresses, enabling a single, current, and accurate view of each customer and household. In addition, the premium household link identifies the household of which an individual is a member. Unlike other technologies that utilize comparative matching to bring together only similar customer records, Acxiom's proprietary, patented linking technology draws upon a knowledge base to link all customer records quickly and accurately – bringing together similar and dissimilar representations, and then assigning one link for each record to allow the most complete view of each customer. In terms of accuracy and speed, AbiliTec Link outperforms traditional name-and-address matching methods by allowing instant recognition of customers, which improves customer service at the point of contact, and reduces the possibility of error through improved identity verification. AbiliTec Household Links allow more effective marketing to an entire household giving the ability to address not only the buyers, but the decision-makers, as well.

In household documents, the abilitec bundle returns AbiliTec household links.



Added new attributes to the Political bundle.

Three new attributes were added to the political bundle:

- democraticParty
- politicalParty
- republicanParty

Added a new attribute to the postalContact bundle.

A new attribute, "premiumDeliverability" has been added to the postalContact bundle. This flag Indicates that this name/address combination is of premium deliverable quality.

Added a Deceased Indicator.

Deceased indictor is now available in the basicDemographics bundle

Added a Marketing Suppression Bundle

Clients can now get a flag for deceased, bankrupt, or tax, judgment, and liens in the marketingSuppression bundle.



Corrective Improvements

Decreased Demo environment array maximum.

The array maximum for the Demo environment has been decreased to 100 requests.

Changed the phoneCompliance Bundle.

The attribute **FTC State** has been removed from the phoneCompliance bundle.

Changed the vehicleOwnership Bundle.

Modification of 10 existing attributes.

- vehicle1.make
- vehicle1.model
- vehicle1.type
- vehicle1.verificationDate
- vehicle1.year
- vehicle2.make
- vehicle2.model
- vehicle2.type
- vehicle2.verificationDate
- · vehicle2.year

These will no longer be returned as strings, but as arrays of objects/maps under the attribute names: vehicles.make, vehicles.model, vehicles.type, vehicles.verificationDate, and vehicles.year.

Note: This is a breaking change.



Example:

Changed the mortgagesAndLoans Bundle.

Modification of 27 existing attributes.

- homeLoan1.amount
- homeLoan2.amount
- homeLoan3.amount
- homeloan1.date
- homeloan2.date
- homeloan3.date
- homeloan1.interestRateType
- homeloan2.interestRateType
- homeloan3.interestRateType
- homeloan1.lenderName
- homeloan2.lenderName
- homeloan3.lenderName



- homeloan1.lenderStandardizationCode
- homeloan.2 lenderStandardizationCode
- homeloan3. lenderStandardizationCode
- homeloan1.lenderType
- homeloan2.lenderType
- homeloan3.lenderType
- homeloan1.lineOfCredit
- homeloan2.lineOfCredit
- homeloan3.lineOfCredit
- homeloan1.transactionType
- homeloan2.transactionType
- homeloan3.transactionType
- homeloan1.type
- homeloan2.type
- homeloan3.type

These will no longer be returned as strings, but as arrays of objects/maps under the attribute names: **homeLoans.attribute**.

Note: This is a breaking change.

Changed the ownershipAndOccupancy Bundle.

This bundle will no longer be found in person documents, but will now be in entity documents since this information is directly related to a person at an address.



New Data

Updated documentation on Developers Portal.

The following table shows the data changes for the 1.4 release:

The reneming to	ible offewe the data offariged for the			
General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Activities & Interests	alcohol	wineInterest	А	Added new attributes to existing bundle
Activities & Interests	political	politicalParty	А	Added new attributes to existing bundle
Activities & Interests	political	republicanParty	А	Added new attributes to existing bundle
Activities & Interests	interests	artsAndEntertainment	С	Added a valid value of "Board games/Puzzles"
Activities & Interests	interests	artsAndEntertainment	С	Added a valid value of "Crafts"
Activities & Interests	interests	audioVisual	С	Added a valid value of "Computer games"
Activities & Interests	interests	audioVisual	С	Added a valid value of "Computers"
Activities & Interests	interests	audioVisual	С	Add a valid value of "Music collector"



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Activities & Interests	interests	collectibles	С	Added a valid value of "Antiques"
Activities & Interests	interests	collectibles	С	Added a valid value of "Avid"
Activities & Interests	interests	collectibles	С	Added a valid value of "General"
Activities & Interests	interests	generalInterests	С	Added a valid value of "Auto work"
Activities & Interests	interests	generalInterests	С	Added a valid value of "Beauty and cosmetics"
Activities & Interests	interests	generalInterests	С	Added a valid value of "Cooking"
Activities & Interests	interests	generalInterests	С	Added a valid value of "Home furnishings/Decorating"
Activities & Interests	interests	generalInterests	С	Added a valid value of "Photography"
Activities & Interests	interests	generalInterests	С	Added a valid value of "Religious/Inspirational"
Activities & Interests	interests	pets	С	Added a valid value of "pet owner"



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Activities & Interests	interests	reading	С	Added a valid value of "Financial newsletter subscribers"
Activities & Interests	interests	reading	С	Added a valid value of "General"
Activities & Interests	interests	reading	С	Added a valid value of "Magazines"
Activities & Interests	interests	sportsAndOutdoors	С	Added a valid value of "Golf"
Activities and Interests	causesAndVolunteer	donation	А	Added new attributes to existing bundle
Compliance	marketingSuppression	deceasedBankruptTLJ	А	Added new bundle
Demographics	areaDemographicsGS	dominantRaceOrEthnicity	А	Added new bundle
Demographics	areaDemographicsGS	foreignLanguageIndex	А	Added new bundle
Demographics	areaDemographicsGS	overallSocioeconomicStatus	А	Added new bundle
Demographics	areaDemographicsGS	overallSocioeconomicStatusIndex	А	Added new bundle
Demographics	areaDemographicsGS	overallTechnologyAdoptionIndex	Α	Added new bundle
Demographics	basicDemographics	estimatedIncomeMin	А	Added new attributes to existing bundle



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Demographics	basicDemographics	estimatedIncomeMax	А	Added new attributes to existing bundle
Demographics	basicDemographics	deceased	А	Added new attributes to existing bundle
Demographics	dob	dob	А	Added new bundle
Demographics	eTechDemographics	ethnicCode	А	Added new bundle
Demographics	eTechDemographics	languagePreference	А	Added new bundle
Demographics	personicxFinancial	financialGroup	А	Added new bundle
Demographics	personicxFinancial	lifestageCluster	А	Added new bundle
Demographics	personicxInsurance	insuranceGroup	А	Added new bundle
Demographics	personicxInsurance	lifestageCluster	А	Added new bundle
Financial	bankingAndServices	retailBankingConsumerSegments	A	Added new attributes to existing bundle
Financial	bankingAndServices	numberOfCashPurchases	A	Added new attributes to existing bundle
Financial	bankingAndServices	purchasedFinancialServices	A	Added new attributes to existing bundle
Financial	creditAndBankCards	rangeOfNewCreditMin	А	Added new attributes to



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
				existing bundle
Financial	creditAndBankCards	rangeOfNewCreditMax	A	Added new attributes to existing bundle
Financial	insurance	homeOwnersInsuranceLoanMonth	A	Added new attributes to existing bundle
Financial	insurance	homeOwnersInsurancePurchaseMonth	А	Added new attributes to existing bundle
Financial	insurance	insuranceSegments	А	Added new attributes to existing bundle
Financial	insurance	lifeInsurancePolicyOwner	А	Added new attributes to existing bundle
Financial	mortgagesAndLoans	homeLoans.amount	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.amount	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.amount	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.date	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.date	С	Changed from a string value to



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
				an Array of maps
Financial	mortgagesAndLoans	homeLoans.date	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.interestRateType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.interestRateType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.interestRateType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderName	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderName	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderName	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderStandardizationCode	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderStandardizationCode	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderStandardizationCode	С	Changed from a string value to



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
				an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lenderType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lineOfCredit	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.lineOfCredit	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.transactionType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.transactionType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.transactionType	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.type	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	homeLoans.type	С	Changed from a string value to



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
				an Array of maps
Financial	mortgagesAndLoans	homeLoans.type	С	Changed from a string value to an Array of maps
Financial	mortgagesAndLoans	recentHomeMortgage	A	Added new attributes to existing bundle
Identification	abilitec	householdLink	A	Added new attributes to existing bundle
Interest	gambling	casinoGaming	A	Added new bundle
Interest	gambling	gamingInterest	A	Added new bundle
Interest	gambling	gamingInterest	A	Added new bundle
Location	geoCodes	timeZone	A	Added new attributes to existing bundle
Media Usage	mediaConsumption	mediaChannelUsage.somewhatLikely mediaChannelUsage.likely mediaChannelUsage.veryLikely	С	Added a valid value of "Cell phone"
Metadata	inputMetadata.matchMetadata	matchComponents	А	New attribute returns the input fields used in obtaining the match
Metadata	inputMetadata.parsedInputName	prefixTitle	A	New attribute returns the parsed version of an unparsed



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
				input name
Metadata	inputMetadata.parsedInputName	firstName	А	New attribute returns the parsed version of an unparsed input name
Metadata	inputMetadata.parsedInputName	middleName	А	New attribute returns the parsed version of an unparsed input name
Metadata	inputMetadata.parsedInputName	lastName	А	New attribute returns the parsed version of an unparsed input name
Metadata	inputMetadata.parsedInputName	generationalSuffix	А	New attribute returns the parsed version of an unparsed input name
Metadata	inputMetadata.parsedInputName	professionalTitle	А	New attribute returns the parsed version of an unparsed input name
Products & Services	mobilePhonesAndCarriers	ownsCellPhone	А	Added new attributes to existing bundle
Products & Services	technology	cellularUser	А	Added new attributes to existing bundle
Products & Services	technology	internationalLongDistance	А	Added new attributes to existing bundle



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Products & Services	technology	internetUser	A	Added new attributes to existing bundle
Products & Services	technology	pcOwner	A	Added new attributes to existing bundle
Products & Services	technology	softwareBuyer	A	Added new attributes to existing bundle
Products & Services	technology	top20LongDistance	A	Added new attributes to existing bundle
Products and Services	alcohol	wineInterest	A	Added new bundle
Products and Services	healthAndMedical	healthInterests	A	Added a valid value of "Allergy"
Products and Services	healthAndMedical	healthInterests	A	Added a valid value of "Arthritis/Mobility"
Products and Services	healthAndMedical	healthInterests	A	Added a valid value of "Cholesterol"
Products and Services	healthAndMedical	healthInterests	A	Added a valid value of "Diabetic"
Products and Services	healthAndMedical	healthInterests	A	Added a valid value of "Disabled"



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Products and Services	healthAndMedical	healthInterests	А	Added a valid value of "Orthopedic"
Products and Services	healthAndMedical	healthInterests	А	Added a valid value of "Cardiac health"
Products and Services	healthAndMedical	healthInterests	А	Added a valid value of "Medical supplies"
Products and Services	healthWellness	wellnessInterest	A	Added new bundle
Products and Services	healthWellness	wellnessInterest	А	Added new bundle
Products and Services	healthWellness	wellnessInterest	А	Added new bundle
Products, Services, Brands	travelAndEntertainment	vacationTravel.rv	A	Added new attributes to existing bundle
Products, Services, Brands	travelAndEntertainment	vacationTravel.unitedStates	A	Added new attributes to existing bundle
Property	propertyDescription	propertyType	С	Added a valid value of "Prison"
shopping & Purchase	shoppingAndPurchaseChannel	onlinePurchaseIndicator	А	Added new attributes to existing bundle



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Channels				
Spending	productPurchases	artsAndAntiques	A	Added a valid value of "Antiques"
Spending	productPurchases	artsAndAntiques	А	Added a valid value of "Art"
Spending	productPurchases	artsAndAntiques	A	Added a valid value of "Arts and antiques"
Spending	productPurchases	foodAndBeverage	A	Added a valid value of "Food/Beverages"
Spending	productPurchases	gifts	A	Added a valid value of "Flowers"
Spending	productPurchases	gifts	A	Added a valid value of "Gifts/Holiday item"
Spending	productPurchases	gifts	A	Added a valid value of "Jewelry"
Spending	productPurchases	healthAndBeauty	С	Added a valid value of "Cosmetics/Beauty aids"
Spending	productPurchases	hobbies	С	Added a valid value of "Automotive"
Spending	productPurchases	hobbies	С	Added a valid value of "Aviation"



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Spending	productPurchases	hobbies	С	Added a valid value of "Camping/Hiking"
Spending	productPurchases	hobbies	С	Added a valid value of "Crafts/Hobbies"
Spending	productPurchases	hobbies	С	Added a valid value of "Fishing"
Spending	productPurchases	hobbies	С	Added a valid value of "Gardening"
Spending	productPurchases	hobbies	С	Added a valid value of "Guns and ammunition"
Spending	productPurchases	hobbies	С	Added a valid value of "Hunting"
Spending	productPurchases	hobbies	С	Added a valid value of "Music"
Spending	productPurchases	hobbies	С	Added a valid value of "Sports and leisure"
Spending	productPurchases	hobbies	С	Added a valid value of "Yoga"
Spending	productPurchases	homeAndGarden	С	Added a valid value of "Home care"
Spending	productPurchases	purchaseGrouping	С	Added valid value of "Home furnishings"



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Spending	productPurchases	travel	А	Added valid value of "Travel"
Spending	spending	categorySpend.apparel	А	Added new bundle
Spending	spending	categorySpend.artsAndAntiques	А	Added new bundle
Spending	spending	categorySpend.automotive	А	Added new bundle
Spending	spending	categorySpend.beauty	А	Added new bundle
Spending	spending	categorySpend.books	А	Added new bundle
Spending	spending	categorySpend.childrensProducts	А	Added new bundle
Spending	spending	categorySpend.collectibles	А	Added new bundle
Spending	spending	categorySpend.computingHomeOffice	А	Added new bundle
Spending	spending	categorySpend.craftsHobbies	А	Added new bundle
Spending	spending	categorySpend.electronics	А	Added new bundle
Spending	spending	categorySpend.foodAndBeverage	Α	Added new bundle
Spending	spending	categorySpend.furniture	А	Added new bundle
Spending	spending	categorySpend.garden	А	Added new bundle
Spending	spending	categorySpend.generalMerchandise	А	Added new bundle



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Spending	spending	categorySpend.gifts	A	Added new bundle
Spending	spending	categorySpend.health	A	Added new bundle
Spending	spending	categorySpend.holidayItems	A	Added new bundle
Spending	spending	categorySpend.homeCare	A	Added new bundle
Spending	spending	categorySpend.homeFurnishings	А	Added new bundle
Spending	spending	categorySpend.housewares	A	Added new bundle
Spending	spending	categorySpend.jewelry	А	Added new bundle
Spending	spending	categorySpend.linens	А	Added new bundle
Spending	spending	categorySpend.music	A	Added new bundle
Spending	spending	categorySpend.novelty	A	Added new bundle
Spending	spending	categorySpend.other	A	Added new bundle
Spending	spending	categorySpend.personalCare	A	Added new bundle
Spending	spending	categorySpend.pets	А	Added new bundle
Spending	spending	categorySpend.photoAndVideo	А	Added new bundle
Spending	spending	categorySpend.specialtyFood	А	Added new bundle



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Spending	spending	categorySpend.specialtyGifts	А	Added new bundle
Spending	spending	categorySpend.sportsAndLeisure	А	Added new bundle
Spending	spending	categorySpend.stationery	А	Added new bundle
Spending	spending	categorySpend.travel	А	Added new bundle
Spending	spending	categorySpend.videosAndDvds	А	Added new bundle
Spending	spending	onlineDollars	А	Added new bundle
Spending	spending	onlineOrders	А	Added new bundle
Spending	spending	retailActivityDate	А	Added new bundle
Spending	spending	retailPurchaseCategories	А	Added new bundle
Spending	spending	retailPurchaseMostFrequent	А	Added new bundle
Spending	spending	travelSpendMin	А	Added new bundle
Spending	spending	travelSpendMax	А	Added new bundle
Vehicles	vehicleOwnership	vehicles.make	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.make	С	Changed from a string value to an Array of maps



General Category	Bundle	Element	Add/ Change/ Remove	Description of Change
Vehicles	vehicleOwnership	vehicles.model	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.model	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.type	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.type	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.verificationDate	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.verificationDate	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.year	С	Changed from a string value to an Array of maps
Vehicles	vehicleOwnership	vehicles.year	С	Changed from a string value to an Array of maps

