

DATA SERVICES API MARCH 2018 RELEASE NOTES

MAR 16, 2018



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Overview

The March release will be pushed to production on March 16, 2018. Following is a high-level overview of the changes in this release.

New Features

- Improved email geoCodes
- Added householdMembers bundle to Demo environment

Data

- Corrected a typo in the nativeHawaiian attribute.

Follow Our Blog!

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

New Features

Improved geocoding on emails

A database of domains has been created for geoCodes. This feature improved accuracy, consistency, and performance when processing geoCode emails. DS API will now use the Mail Exchange (MX) domain record instead of the "A" record to pick the best (smallest geography) match.

The following table shows the percentage of improvement due to this new feature.

	Geocode "MX"	Geocode "A"	Percent Diff
zipCode	5,378,674	4,556,665	4.14%
city	82,456	486,290	-35.50%
state	110,003	105,342	1.08%
country	814,340	981,303	-4.65%
null	3,581,170	3,849,076	-1.80%
total	9,966,643	9,978,676	-0.03%

Impact to clients

- **Transactional:** Improved accuracy, consistency, and performance.
- **Batch:** Improved accuracy, consistency, and performance.

Added householdMembers bundle to Demo environment

The householdMembers bundle has been added to the Demo environment. Users can now test householdMembers functionality in the Demo environment.

Impact to clients

- **Transactional:** Users can now test householdMembers functionality in the Demo environment.
- **Batch:** Users can now test householdMembers functionality in the Demo environment.

Data

Data Bundles

No new bundles were added to UDS for the March release, but a typo correction was made to the following attribute in the **marketIndicesPopulationDemographicsHouseholdType** bundle:

- **households.percentHouseholder.nativeHawaiian**