



DATA SERVICES API

RELEASE NOTES

MARCH 8, 2016



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 2016 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.

Contents

Trademarks and Copyrights	i
Trademarks	i
Copyright Notice	i
Contents	ii
New Capabilities	1
Corrective Improvements	2
New Data	3

New Capabilities

A Match Confidence is now available in all document classes

The matchConfidence attribute indicates the level of confidence in the match returned from the service. Match Indicators are returned in the matchConfidence attribute in the matchMetadata bundle and has valid values of 1 – 9, with 1 being the highest level. These indicators are only returned when a match is found.

Example:

```
"matchMetadata" : {  
  "matchComponents" : [ "name", "streetAddress", "zipCode" ],  
  "distinctMatch" : true  
  "matchConfidence": 1  
}
```

The ability to retrieve a household document with only latitude and longitude on input is now in full production.

Household documents associated with an address to which the latitude and longitude belong can now be retrieved.

Corrective Improvements

A bug was fixed so that all (non-empty) household documents now contain the abilitec.householdLink bundle.

Verification was performed to ensure that the household document contained the abilitec.householdLink bundle and metrics were verified to ensure that where we have a household document, we also have a household link.

New Data

The following table shows the data additions for the current release.

General Category	Doc Type	Bundle	Element	Description of Change	Internal or External
Demographics	person	birthYearMonth	birthYearMonth	New bundle	E
Demographics	person	personicxHispanic	personicxHispanic	New bundle	E
Financial	person	investmentsAndAssets	netWorthUltraAffluent	New attribute	E