



DATA SERVICES API

RELEASE NOTES

MAY 13, 2016



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New Capabilities

GET requests on the Postal Place Endpoint now allowed

The Data Services API now allows users to execute GET requests against the Postal Place endpoint. These requests return the same data as a batch request.

Example:

```
{
  "place": {
    "id": "303030300067a5df6030067864994eb7616f17abc",
    "abilitec": {
      "addressLink": "06XVUS01800313"
    },
    "postalAddress": {
      "primaryNumber": "301",
      "preDirectional": "E",
      "street": "DAVE WARD",
      "streetSuffix": "DR",
      "city": "CONWAY",
      "state": "AR",
      "zipCode": "72032",
      "zipExtension": "7114"
    },
    "geoCodes": {
      "blockCode": "2001",
      "blockGroupCode": "2",
      "coreBaseStatisticalArea": "Little Rock-North Little Rock-Conway, AR",
      "countryCode": "US",
      "countryName": "UNITED STATES",
      "countyName": "FAULKNER",
      "designatedMarketingArea": "Little Rock-Pine Bluff",
      "federalCongressionalDistrict": "Arkansas Congressional District 2",
      "fipsCountyCode": "045",
      "fipsStateCode": "05",
      "latitude": 35.065156,
      "longitude": -92.423194,
      "matchLevel": "Point",
      "minorCivilDivision": "Cadron township",
      "neilsenCountySizeCode": "B",
      "placeCode": "15190",
      "placeName": "CONWAY",
      "populationDensityDescription": "Smaller suburbs or towns",
      "populationDensityMin": 104,
      "populationDensityMax": 286,
      "state": "AR",
      "stateLowerHouseDistrict": "Arkansas State House District 72",
      "stateUpperHouseDistrict": "Arkansas State Senate District 35",
      "street": "DAVE WARD",
      "timeZone": "AMERICA/CHICAGO",
      "tractCode": "031006",
      "zipCode": "72032"
    }
  }
}
```

New matchLevel parameter available in DS-API

A new **matchLevel** parameter is now available in the Data Services API. Users can now specify the match level they want to use for matching in the DS-API service. The new parameter name is **matchLevel** and the valid values are **strict** and **default**.

- If **strict** is selected, the service will skip the email only, phone only, and name/zip steps in the match cascade.
- If **default** is selected, all steps in the cascade are utilized. Default is the default setting for this parameter.

Added a strict validation flag to the Postal endpoint

A new **strictValidation** flag is now available through the postal endpoint. Users can now turn off strict validation on the Postal endpoint by setting this parameter to false.

New Configurations reduce latency

Configurations have been made to reduce latency. The service is faster than it was a month ago!

Enhanced matching logic

The matching logic has been improved!

The match logic now:

- includes Name/Zip in Entity documents
 - addressLinks for this type of match will always be derived
 - Use the distinct match flag to determine name/zip distinctness
- Improvements in our matching logic to facilitate more accurate matching

Corrective Improvements

Added Name/Zip matching in Entity documents

The match logic has been updated to include Name/Zip in Entity documents. For inputs that have multiple potential matches and there is a tie, and limit = 1, we will return the record with the lowest OCK. Address links, placelds, and entityIds must be blanked to avoid discoverability; therefore addressLinks for this type of match will always be derived.

Note: Use the distinct match flag to determine name/zip uniqueness.
