

# MAY 2017 RELEASE NOTES

MAY 19, 2017



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# Overview

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The May release will be pushed to production on May 19th, 2017. This release focuses on adding new matching functionality and improving matching logic. Following is a high-level overview of the changes in this release.

## New Features

- Added ability to match on Zip9, Zip11, and Zip12
- Added single name component + touchpoint matching

## Changes and Improvements

- Replaced the logic that chooses the best Consumer Link for an email on input
- Improved matching logic

## Data

- No new data

## 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

## Added ability to match on Zip9, Zip11, and Zip12

Matching to Place and Household documents on Zip11, and Zip12, and matching to Person documents on Name+Zip9, Name+Zip11, and Name+Zip12 inputs has been added to the API.

### Examples

The values in bright blue are the attributes impacted by this new feature.

**Note:** The responses for name+Zip12 and Zip12 will be the same as the responses for name+Zip11 and Zip11 with the only differences being that an extra digit is allowed on the Zip input for Zip12. Also, IDs and Links in the examples below have been altered for privacy purposes.

Name+Zip9	
<b>Request</b>	<code>http://dsapi.acxiom.net/entities/match/?name=john+doe&amp;zipCode=727197726</code>
<b>Response</b>	<pre>entity   • personIds: 3030303000f566af6cd6d1369ca934f98e14265xywz     householdId: 3030303000088bb3c2ff10ca8f80c2c6a0eedxywz   • abilitec     o consumerLink: 1234US0200JSXY31     o addressLink: 0000US13035G9YVW   • abilitecBusiness     o businessLink: 0000US1508Q1WLMZ     o addressLink: 0000US13035G9YVW   • abilitecHousehold     o householdLink: 1234US08000KLKPW   • inputMetadata     o parsedInputName       ▪ firstName: JOHN       ▪ lastName: DOE   • inputName     o nameInput       ▪ name: john doe     o nameStandardization       ▪ firstName: JOHN       ▪ lastName: DOE   • inputPostalAddress     o postalAddressInput       ▪ zipCode: 727197726   • matchMetadata     o matchComponents: name     o matchComponents: zipCode     o distinctMatch: true     o matchConfidence: 8     o nameMatchIntegrity: complete</pre>

Name+Zip11	
<b>Request</b>	http://dsapi.acxiom.net/entities/match/?name=john+doe&zipCode=72719772661
<b>Response</b>	<pre>entity (id: 3030303000c6747bb7c247cbc67af50131eb3e608z) • personIds: 3030303000f566af6cd6d1369ca934f98e14265xywz • placeId: 3030303000dee3be709f47c5517813d16913d1xywz • householdId: 3030303000088bb3c2ff10ca8f80c2c6a0eedxywz • abilitec   o consumerLink: 1234US0200JSXY31   o addressLink: 1234US0300DZXPLF • abilitecBusiness   o businessLink: 0000US1508Q1WLMZ   o addressLink: 1234US0300DZXPLF • abilitecHousehold   o householdLink: 1234US08000KLKPW • inputName   o nameInput     ▪ name: john doe   o nameStandardization     ▪ firstName: JOHN     ▪ lastName: DOE • inputPostalAddress   o postalAddressInput     ▪ zipCode: 72719772661 • matchMetadata   o matchComponents: name   o matchComponents: zipCode   o distinctMatch: true   o matchConfidence: 1   o nameMatchIntegrity: complete • ownershipAndOccupancy   o lengthOfResidence: 8   o moveDate: 200811   o ownerRenter: Owner   o ownerType: Primary residence/Individual owner   o ownerTypeDetail: Residential owner-mail/Site address   o purchaseDate     ▪ year: 2008     ▪ yearMonth: 200809</pre>

Zip11 Only	
<b>Request</b>	http://dsapi.dti.acxiom.net/entities/match/?zipCode=72719772661
<b>Response</b>	<pre>entity (id: 303030300084dccbb293543d2432ab3b2f7432bd3z) placeId: 3030303000dee3be709f47c5517813d16913d1xywz householdId: 3030303000088bb3c2ff10ca8f80c2c6a0eedxywz abilitec   • consumerLink: 0000US11035GHCLE   • addressLink: 1234US0300DZXPLF abilitecBusiness   • businessLink: 0000US1508Q1WLMZ   • addressLink: 1234US0300DZXPLF abilitecHousehold</pre>

## Zip11 Only

```
• householdLink: 1234US08000KLKPW
inputPostalAddress
• postalAddressInput
  o zipCode: 72719772661
matchMetadata
• matchComponents: zipCode
• distinctMatch: false
```

## Impact to clients

- **Transactional:** More accurate matches will be returned for valid input.
- **Batch:** More accurate matches will be returned for valid input.

## Impact to delivery

- Feature not available in WFG/Orbiter.

## Added single name component + touchpoint matching

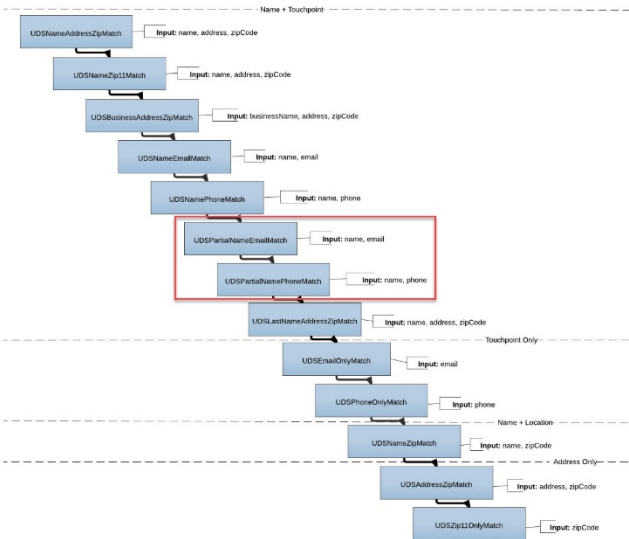
An additional step has been added to the default and strict match cascades providing the ability to match on a single name component + touchpoint. The image below highlights where the additions are in the cascades.

- **Impact for default cascade:** In cases where there is an exact match on first or last name, **Email** and **Phone** only matches may now become **Partial Name + Email** or **Partial Name + Phone**. These matches will have a higher match confidence than touchpoint-only matches, and the nameMatchIntegrity value in the matchMetadata bundle will read **partial**, indicating that part of the name matched (but not the entire first & last name, that would be a Name+Touchpoint match).
- **Impact for strict cascade:** In cases where either first or last name was an exact match, records that were previously not matching with **Name+Touchpoint** matching in the cascade may now match using **Partial Name + Email** or **Partial Name + Phone**. The nameMatchIntegrity value in the matchMetadata bundle will read **partial**, indicating that part of the name matched (but not the entire first/last name).

Zoom in to see the new match cascades.

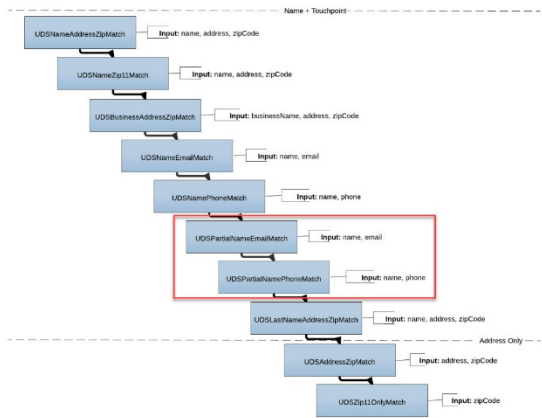
### Match Cascade

- version 2.10 - Only attempts match when input parameters are present  
 - Cascade input: name, businessName, address, city, state, zipCode, email, phone



### Strict Match Cascade

- version 2.10 - Only attempts match when input parameters are present  
 - Cascade input: name, businessName, address, city, state, zipCode, email, phone



## Impact to clients

- **Transactional:** More potential to find matches through partial matches with increased matching confidence
- **Batch:** More potential to find matches through partial matches with increased matching confidence

## Impact to delivery

- More potential to find matches through partial matches with increased matching confidence



# Changes and Improvements

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## Replaced the logic that chooses the best Consumer Link for an email on input

The current version of the logic has been replaced by logic that uses multiple signals to determine the best CL. The logic now uses a score as the sorting key (changes the personID order) to determine which CL to return for an input email.

### Impact to clients

- **Transactional:** Name + Email showed <1% difference, and Email Only had an 8 - 10% difference on baseline tests.
- **Batch:** Name + Email showed <1% difference, and Email Only had an 8 - 10% difference on baseline tests.

### Impact to delivery

- Name + Email showed <1% difference, and Email Only had an 8 - 10% difference on baseline tests.

## Improved matching logic

Enhancements have been made to the matching logic that increase matches/accuracy with little to no negative impact. Overall there was a 0.07% change in results for records with a middle initial on input, and a 0.02% change in results for records with first+initial + full middle as input.

### Impact to clients

- **Transactional:** More accurate matching results.
- **Batch:** More accurate matching results.

### Impact to delivery

- More accurate matching results.

# New Data

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There is no new data in the May release.

