



Acxiom DS API May 2023 Release

The May 2023 release went to production on May 19, 2023. Following is a high-level overview of important information related to this release.

Added New IP lookup_type

We added a new IP **lookup_type** and the **limit** parameter to the Lookup Endpoint. Now, when sending a request with the Lookup Endpoint, you can enter an IP Address as a **lookup_value**. IP addresses are matched probabilistically at the household level. For this reason, there is often more than one record associated with a given IP address. You can decide whether to receive one or multiple output records with the **limit** parameter. Set the **limit** parameter to **1** to receive the highest-ranked record associated with the input IP address or set it to **>1** to receive up to 10 records for the input IP address.

We support both IPv4 and IPv6. IP **lookup_type** is only available for the U.S. at this time.