

NOVEMBER 2017 DS API RELEASE NOTES

Nov 17, 2017



acxiom[®]

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Overview

The November 2017 release will be pushed to production on November 17th, 2017. Following is a high-level overview of the changes in this release.

New Features

- Added full support for all DMA mail flags
- Added OptOut Deceased flag

Changes and Improvements

- N/A

Data

- Added 120 million new emails to AbiliTec
- Added four new attributes to **postalCompliance**
- Added a new **acxiomOptOut** bundle

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 full support for all DMA mail flags

All DMA mail flags are now available through the DS API. There are four new attributes available in the **postalCompliance** bundle.

Following are the new attributes in the **postalCompliance** bundle:

- dmaMailAll
- dmaMailCatalog
- dmaMailPrintMedia
- dmaMailOther

Impact to clients

- **Transactional:** New attributes are now available in the **postalCompliance** bundle (person documents).
- **Batch:** New attributes are now available in the **postalCompliance** bundle (person documents).

Impact to delivery

- New attributes are now available in the **postalCompliance** bundle (person documents).

Added OptOut Deceased flag

A new **acxiomOptOut** bundle has been added to DS API. This bundle falls under the Compliance category and contains a **deceased** attribute that can be used to indicate the consumer has been reported as deceased and should no longer be marketed to.

Impact to clients

- **Transactional:** New attribute is now available in the new **acxiomOptOut** bundle (person documents).
- **Batch:** New attribute is now available in the new **acxiomOptOut** bundle (person documents).

Impact to delivery

- New attribute is now available in the new **acxiomOptOut** bundle (person documents).

Data

Added 120 million new emails to AbiliTec®

AbiliTec has been updated with 120 million new emails providing match rate improvements estimated at 4.2% for clients using email as an input.

Impact to clients

- **Transactional:** Improved match rates.
- **Batch:** Improved match rates.

Impact to delivery

- Improved match rates.

Data Bundles

The following changes were made to the UDS Data Bundles for the November 2017 release.

General Category	Doc Type	Bundle	Element	Add/ Change/ Remove	Internal/ External
Compliance	person	postalCompliance	dmaMailAll	A	E
Compliance	person	postalCompliance	dmaMailCatalog	A	E
Compliance	person	postalCompliance	dmaMailPrintMedia	A	E
Compliance	person	postalCompliance	dmaMailOther	A	E
Compliance	person	acxiomOptout	deceased	A	E