

# DS API RELEASE NOTES NOVEMBER 2019

Nov 15, 2019



acxiom®

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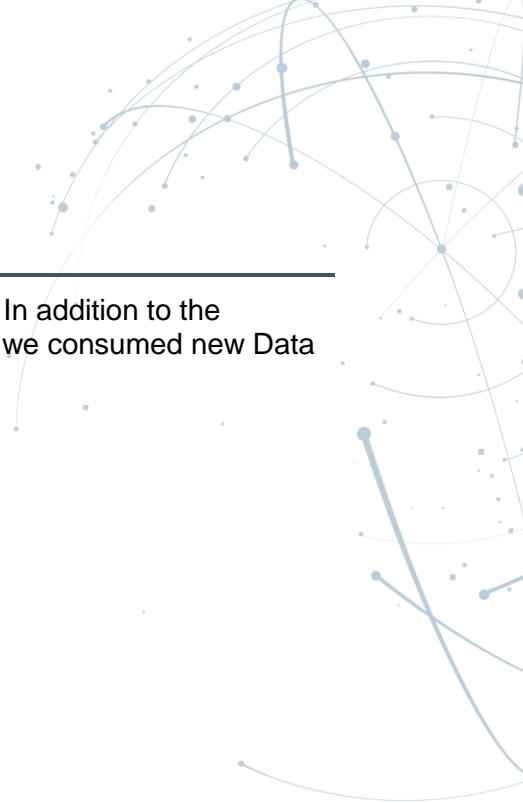
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# Overview

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The November 2019 release was primarily a maintenance release. In addition to the maintenance changes, a new match exclusion flag was added and we consumed new Data Quality updates.



# New Features, Changes, and Improvements

## Consumed US Data Quality 2.11 Updates

The Data Quality Release 2.11 includes improvements for standardizing addresses. These are changes to improve the quality of address standardization and required a re-certification under the current CASS Cycle N. These enhancements created improvements to output data due to parsing and matching changes. Users may also see improved Deliverability Scores for some addresses. For detailed information on the Data Quality 2.11 Release contact [Laura Middlekauff](#).

Following are the improvements and changes that were made:

Postal Changes	PLID & Name Check Changes
<ul style="list-style-type: none"><li>• Improved Address Parsing</li><li>• Improved SuiteLink® Matching</li><li>• Improved LACSLink® Matching</li><li>• Improved Last Line Parsing</li><li>• Improved Alias/Alternate Matching</li><li>• Improved Unique ZIP Code™ Matching</li><li>• Improved Puerto Rico Matching</li><li>• Improved Address Matching</li></ul>	<ul style="list-style-type: none"><li>• Updated profanity tables to identify examples reported by clients</li><li>• Updated the exception table to include additional names that will not be flagged as profanity</li></ul>

## Enhanced Matching Functionality

Enhancements have been made to the matching logic. New functionality ensures that only the strongest, highest quality data is returned in a response. There is no action required by users.