



DATA SERVICES API

RELEASE NOTES

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New Data

Added generational suffix.

The generationalSuffix attribute is now available in the postalContact bundle.

Added Audience Propensity elements.

Eighty-one additional Audience Propensities are now available in the Data Services API.

Added Audience Propensities elements.

Approximately 100 additional InfoBase Enhancement attributes are now available in the Data Services API.

Updated documentation on Wulanji and Developers Connection sites.

The following table shows the documentation changes for the 1.2 release of the bundles in the DS-API:

General Category	UDS Bundle Name	Changes made
activitiesAndInterests	interests	Added new attributes to existing bundle
	causesAndVolunteer	New bundle added
	political	New bundle added
contact	postalContact	Updated existing content
demographics	basicDemographics	Added new attributes to existing bundle
	personicxDigital	New bundle added
financial	investmentsAndAssets	Added new attributes to existing bundle
	mortgagesAndLoans	Added new attributes to existing bundle
	bankingAndServices	New bundle added
	insurance	New bundle added
location	geoCodes	Added new attributes to existing bundle
	postalAddress	Updated existing content
	postalDeliverability	Updated existing content
mediaUsage	mediaConsumption	New bundle added
productsServicesBrands	travelAndEntertainment	Added new attributes to existing bundle
	gamingAndVideos	New bundle added
	healthAndMedical	New bundle added
	mobilePhonesAndCarriers	New bundle added
	technology	New bundle added
	tobacco	New bundle added

shoppingAndPurchaseChannel	purchaseFactors	New bundle added
	shoppingAndPurchaseChannel	New bundle added
spending	productPurchases	New bundle added
vehicle	vehicleOwnership	Added new attributes to existing bundle
	vehicleFinance	New bundle added



New Capabilities

Added multiple matches on Name/Zip matching.

The Name/Zip match on multi-match now allows multiple matches on a Name + Zip input.

Deployed automated updates for Phone Suppression service.

The phone suppression service is now automatically updated daily.

Integrated Billing and Royalties with Zuora.

The integration with billing and royalties is complete, and billing rules are now in Zuora.



Corrective Improvements

Enhanced bundle parameters in batch to parse comma-delimited strings.

The parsing functionality can now correctly parse comma-delimited strings in batch bundle parameters.

Change to data calculations.

A change to the postalDeliverability bundle creation has been implemented so that now the postalDeliverability bundle is generated from the postalAddress bundle instead of from the input name and address when name and address are given on input.

Updated the Phone Suppression service.

The phoneCompliance bundle no longer includes the optOutSuppression attribute. Instead, records with this indicator are excluded from the delivered bundles at build time.

Enhanced relative batch URIs.

The relative batch URIs now accept special characters in records submitted via the batch interface.

Updated ordering of bundles and elements.

All bundles and bundle attributes are now consistently ordered across the Developers Connection site and inside the documents returned.