



DATA SERVICES API

RELEASE NOTES

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New Capabilities

Geo/Radius Searching Available in Audience Select

The ability to do geo/radius searching has been added to the Audience Select (Count) API.

The following functionality is now available:

- **geoDistance**

This new functionality returns a count of records that fall within a circle centered on specific geographical points (latitude/longitude). The distance can be specified in various units such as miles, yards, kilometers, feet, inches, etc. View the documentation in Developer Connection for a full list of supported units.

- **geoDistanceRange**

This new functionality returns a count of records that are within a distance range of specific geographical points (latitude/longitude). For example; at least 10 miles away, but not more than 20 miles.

An updated collection of examples for this new functionality has been added to the Developer Connection site.

In addition to the new functionality three new attributes have been added:

- **place.geoCodes.geoPoint**

The geoPoint values are variables and permit the geoDistance and GeoDistanceRange operations.

- **place.geoCodes.latitude**

Specifies the latitude value in decimal format.

- **place.geoCodes.longitude**

Specifies the longitude value in decimal format.

New distinctMatch Attribute

A new flag that indicates when a record is clearly the best match (highest scoring record) is now available. The **distinctMatch** Flag can be found in the matchMetadata bundle. When **distinctMatch = true**, there is one clear matching record. When there is more than one possible record for return (scoring tie), this attribute will not be present. This attribute is not applicable when the limit parameter is set to greater than 1.

In the Sandbox, the postalDeliverability Bundle is now available in Place Documents

When using the demo data, the **postalDeliverability** bundle will now be returned with Place documents.

New Postal Flags

Three new postal flags have been added to the postalDeliverability bundle:

- **postalDeliverability.addressFlags.matchedDetails.poBoxOnlyZipFlag**
This flag is set when the ZIP code passed in matches a USPS provided “PO BOX Only” file.
- **postalDeliverability.addressFlags.matchedDetails.uniqueZipMatchWithoutAddress**
This flag reflects addresses that do not really exist on the ZIP+4 file, but based on the USPS matching rules we may still be able to generate a matching record using the UniqueZIP or Small Towns attributes if available.
- **postalDeliverability.dpvUSPS.matchDetails.doesNotReceiveMail**
This flag indicates R777 carrier route records. R777 records are for physical addresses that do not receive mail. These records will have a DPV Footnote value of R7.

Non-Alphanumeric Characters in ZipCode Field

Updates have been made so that when a user puts in a ZIP code with a non-alphanumeric character, the call will not fail, but will remove the character and attempt the match. The ZIP must be at least five digits before a match attempt will occur.

Example:

72211-2939 would be cleansed to be 722112939 and a match on Zip+4 would be attempted.

The hyphen is a non-alphanumeric character that would be removed.

Corrective Improvements

Updated Documentation on Developers Portal

- Updated the Audience Select (Count) documentation regarding the new geo/radius search functionality.
- Updated the **person.areaDemographicsGS.foreignLanguageIndex** valid values to be 1-100 instead of 0-100.

Data

Refreshed Source Data

No additional data was added in this release, but all source data was updated.