

Realink 2.0 API Documentation

Getting Started

Account Setup

Your API organization will be provisioned by the Audience Acuity team. To begin, we will need the following information:

- **Administrator Details:** Full name, title, and email of the person who will manage your organization.
- **Additional Users (optional):** Full name, title, and email for anyone else who should receive access initially. The administrator will also be able to add users later from their dashboard.

Once the account is created, users will receive a welcome email from:

Audience Acuity API <api@audienceacuity.com>

Subject: Welcome to the Audience Acuity API

Online NDA

As part of the account setup process, users will be prompted to accept our standard online NDA:

“This Agreement is the entire agreement between the parties hereto with respect to the subject matter hereof. No change, modification, addition or termination of this Agreement or any part hereof shall be valid unless in writing and signed by or on behalf of the party to be charged with such change, modification, addition or termination.”

If your company has already signed our offline NDA, that version will take precedence.

Connecting to the API for the First Time

Client Libraries

We offer a client library for **NodeJS** to simplify and accelerate integration with a big advantage being that a client library will automatically handle API authentication. If you're using NodeJS, refer to **Reference > Client Libraries**.

If you're using another language (e.g., Python), follow setup instructions in **Reference > API v2**.

API Key Setup

1. Navigate to your profile (click the picture icon in the upper-right corner or links are provided on the API reference pages)
2. Click "**Add a Key**" to generate your API credentials.
3. **Important:** Save your **Key ID** and **Secret** immediately, as they will only be shown once.

You can now proceed with setup using either:

- Code examples from the **Reference > API v2** page (NodeJS or Python), or
- The NodeJS client library (**Reference > Client Libraries**).

Managing API Keys

API keys are tied to user accounts and serve as unique authentication credentials. They can be managed from your user profile.

Use Cases for Multiple API Keys:

- **Usage Tracking:** Assign unique keys to customers, departments, or applications.
- **Environment Separation:** Use different keys for dev, staging, and production environments.
- **Security Isolation:** Isolate access to different system areas.

Having distinct keys allows for granular tracking, management, and billing.

Calling the API

Supported Methods:

- GET: Single input call
- POST: Batch input call
- PUT with CSV: Only recommended via the UI

CSV Layout

Accepted column headers (case-insensitive):

```
columnNames: Record<string, string> = {  
  aaid: 'deviceId',  
  address: 'address',  
  city: 'city',  
  code: 'zip',  
  device: 'deviceId',  
  deviceId: 'deviceId',  
  email: 'email',  
  first: 'first',  
  firstname: 'firstName',  
  fname: 'firstName',  
  id: 'id',  
  idfa: 'deviceId',  
  ip: 'ip',  
  last: 'lastName',  
  lastname: 'lastName',  
  line: 'address',  
  lname: 'lastName',  
  maid: 'deviceId',  
  md5: 'md5',  
  phone: 'phone',  
  state: 'state',  
  street: 'address',  
  vehicle: 'vin',  
  vin: 'vin',  
  zip: 'zip',  
  zipcode: 'zip'  
}
```

Call Methods

Realink supports 9 different call types:

- **byPii** – Name + address/city/state/zip (minimum: address + city/state or address + zip)
- **byMD5** – MD5 hashed email (e.g., from pixel use)
- **byPhone** – 10-digit phone number (no additional characters)
- **byEmail** – Plain text email
- **byID** – Audience Acuity ID
- **byAny** – Combines any other method in a single call
- **byDevice** – MAID
- **byIP** – IP address
- **byVehicle** – VIN

Validated Identities

Validated identities are confirmed via third-party truth sets within the Super Identity Graph (SIG).

- For **marketing use cases**, we recommend enabling the **"Validated"** toggle.
- For **merging disparate data sets, matching for identity purposes or digital marketing campaigns**, turning this off can improve match rates.

Organizations and User Roles

Audience Acuity provisions your initial setup and user accounts.

- **Organization Administrator:** Can add or manage users, templates, sub-companies, and multiple API keys.
- **Organization User:** Can manage their own keys and templates only.

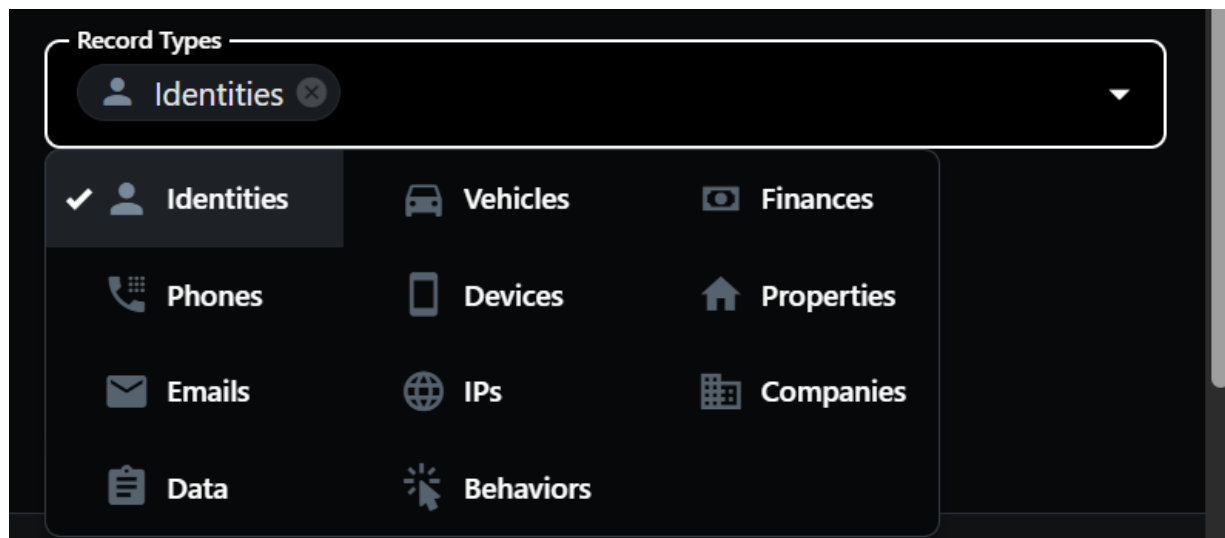
Templates

Templates define what data is returned in the response (payload).

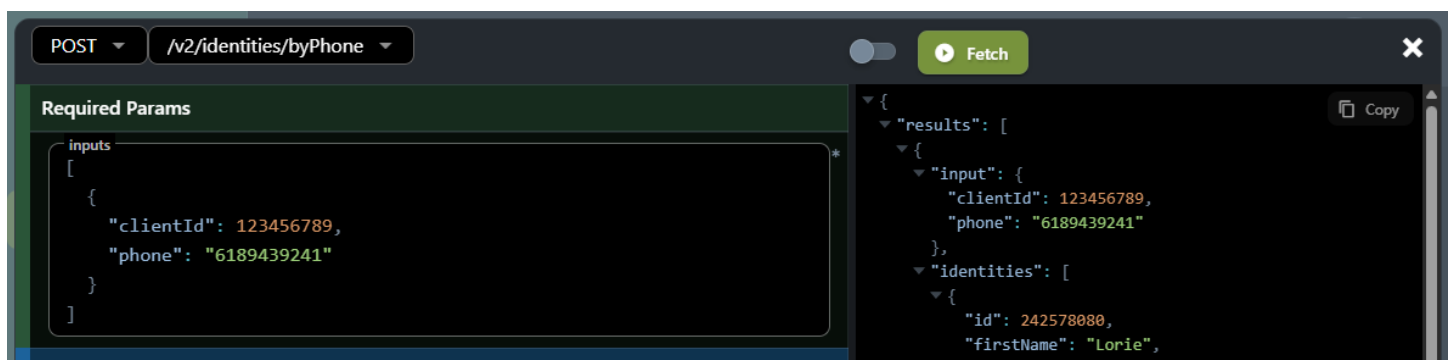
Creating a Template

1. Navigate to **Templates > Add a Template**
2. Provide a **Template Name**
3. Choose visibility: private or shared
4. Select desired **Record Types**

These correspond to the Audience Acuity Super Identity Graph tables AND they will determine the price. (Note: *Finances* and *Properties* are premium and can incur additional charges)



5. Toggle **Include Inputs** to return your original query fields
For JSON queries, you can return whatever fields are needed (e.g. ClientID) with each match.



Record Type Settings

Each record type has configurable settings. The Identities, Phones and Emails tables have additional settings (further information below). All tables carry some or all of the following settings:

- **Max Return setting** – sets maximum number of returned items for that specific record type
- **Flat Array Return** – allows for delivery of multiple items in a single field instead
- **Specific Fields Only Toggle** – allows users to select only necessary fields instead of taking the entire record type.

Identities Toggles

The default for each toggle is “off” and that represents the tightest settings for match logic.

Include validated results only	Turning this setting on will exclude any potential matches that are not validated in the Audience Acuity SIG.
Allow alternative address prefixes, suffixes and spellings	Turning this setting on allows the API to correct or check any different spellings. The API will automatically do standard NCOA standardization on addresses for matching. This toggle allows for additional flexibility for missing or incorrect usages.
Allow alternative first names*	Turning this on allows the API to return matches with a different first name than what is input. This is like household level matching.
Allow alternative last names	Turning this on allows our API to return address matches but to ignore the last name input. If both the first name and last name toggles are on, this would be like address level matching
Join “First Name” and “Last Name” as “Name”	Allows API to join fields and return only 1 field for “name”
Join “address”, “city”, “state” and “zip” as “address”	Allows API to join fields and return only 1 field for “address”

*For all name matching, we do perform standard nickname matching as well. For example, Robert will also return Bob or Rob.

Phones

Minimum Quality	Determines the minimum quality setting that can be returned. Quality is defined as an internal score based on factors such as frequency and recency with 0 being the highest quality.
Exclude “Do Not Call” phones	Setting this toggle to on will eliminate phone numbers that are on the DNC list. You can either use this toggle or take all phones and add the DNC field to be returned in the Get Specific Fields Only selector.

Emails

Minimum Quality	Determines the minimum quality setting that can be returned. Quality is defined as an internal score based on factors such as frequency and recency with 0 being the highest quality.
Include “opt in” emails only	Setting this toggle to on will eliminate any emails that Audience Acuity is not able to provide the original URL and date of opt in. Alternatively, you can leave this off and choose to return the opt-in field in the Get Specific Fields Only selector.

Template Versioning

- **Saved Template:** Editable and shareable. In this state, anyone who has access to the template could make changes.
- **Published Template:** Locked for consistency. We recommend publishing a template when you need to ensure it will not change. To modify, create a copy.

Copying a Template

Click the 3-dot menu > **Copy** > Rename and Save. Update the template ID in your API call if needed.

Using a Template in API Calls

If you do not use a template in your API call, the FULL Audience Acuity record with all data and sub-records will be returned.

Example of the call using “ByPhone”:

```
function getIdentitiesByPhone (phone) {  
  return fetch(`${origin}/v2/identities/byPhone?phone=${phone}&template=${templateId}`, {  
    headers: {  
      "Authorization": getAuthorization()  
    }  
  })  
}
```

Rank Order vs Quality Score

- **Rank Order:** Orders multiple results by strongest match.
- **Quality Score:** Numeric value (0 = best) that can be compared across users.

IP Matching Guidance

Audience Acuity categorizes IPs as:

1. Residential
2. Commercial
3. Mobile Tower

We recommend matching **only against residential IPs** to avoid noise and overmatching.

Automotive Data

Our automotive table is VIN-based and contains ~149M records. These records are typically sourced from consumer visits to auto-related service providers.

Usage Reporting

Track usage across:

- **Time** (range/interval)
- **Requesters** (users, orgs)
- **Method** (GET, POST or PUT)
- **Path** (call type)
- **Groupings** (by metric, method or path)
- **Show** (output fields)

Future enhancements to reporting are planned.

Key Terms

- **API Key:** Authentication token tied to a user
- **Payload:** Returned fields from a call
- **Organization:** Account owner
- **Sub-Company:** Managed account
- **Validated:** Confirmed identity through trusted sources