Peter Gustafson writing sample
TowerData
January 21, 2018

Response Overview

```json
{
  "age":"35-44",
  "gender":"Male",
  "interests":{
    "automotive":true,
    "sports":true,
  },
  "eam":{
    "date_first_seen":"2009-06-20",
    "month_last_open":"2017-10",
    "velocity":2,
    "popularity":6
  },
  "aci": {
    "deal_seeker": {
      "value": "A"
    },
    "kids_and_babies": {
      "value": "B"
    },
    "electronics": {
      "value": "I"
    }
  },

  "education":"Completed Graduate School",
  "occupation":"Professional",
  "children":"Yes",
  "household_income":"75k-100k",
  "marital_status":"Married",
  "home_owner_status":"Rent"
}
```

If your API key is configured with Email Intelligence, the API response may contain one or more data fields like those shown in the right column.

The Email Intelligence API includes the following types of fields:

* Demographic data

* Household data
* Active Customer Intelligence (ACI)
* Email Activity Metrics (EAM)

The response will contain only these fields activated for your API key
and that match to the individual given in the query parameters.

For example, a successful call for age and income could return no
fields if we do not have that email in our database or if the
requested fields are not populated for that email.

<aside class="notice">If Email Intelligence and Email Validation are
both being requested within a call, the validation call will be
performed first. The Email Intelligence value will only be returned if
the Email Validation result is not "invalid".</aside>

Response Overview

[3rd column:]

```
{
  "age":"35-44",
  "gender":"Male",
  "interests":{
    "automotive":true,
    "sports":true,
  },
  "eam":{
    "date_first_seen":"2009-06-20",
    "month_last_open":"2017-10",
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    "kids_and_babies": {
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    },
    "electronics": {
      "value": "I"
    }
  },
```

```
    "education":"Completed Graduate School",
    "occupation":"Professional",
    "children":"Yes",
    "household_income":"75k-100k",
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    "home_owner_status":"Rent"
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[2nd column:]

If your API key is configured with Email Intelligence , the API response maycontain one or more data fields like those shown in the right column.

The Email Intelligence API includes the following types of fields:

* Demographic data
* Household data
* Active Customer Intelligence (ACI)
* Email Activity Metrics (EAM)

The response will contain only these fields activated for your API key and that match to the individual given in the query parameters.

For example, a successful call for age and income could return no fields if we do not have that email in our database or if the requested fields are not populated for that email.

<aside class="notice">If Email Intelligence and Email Validation are both being requested within a call, the validation call will be performed first. The Email Intelligence value will only be returned if the Email Validation result is not "invalid".</aside>

[original content link]

The Email Intelligence API includes Demographic Data, Household Data, Active Customer Intelligence Data and Email Activity Metrics. The response will contain only those fields activated for your API key AND populated in our database for the individual customer data presented. For example a successful call for age and income could return no fields if we do not have that email in our database, or if the requested fields are not populated for that email.

Note that if Email Intelligence and Email Validation are both being requested within a call, validation will be performed first and the Email Intelligence result will only be returned if the Email Validation result is "valid".

[3rd column:]

Below is a comprehensive list of all possible responses from the Intelligence API, separated into conceptual groups for readability. Within each group, there are one or more "fields" which are denoted by quotes.