



Pi Datametrics API specification

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1 Background

1.1 Overview

This document describes the structure of the Pi Datametrics API. This allows Pi customers to access the data within their account via third-party systems. Currently, only read operations are provided – data setup must be performed through the app. Additional API functionality may be added in the future.

1.2 Format

Queries are made to various endpoints located at <https://app.pi-datametrics.com/api/>. Options are sent via HTTP parameters. Response data is sent JSON encoded.

Response example:

```
{
  "meta": {
    "status": 200,
    "quota": {
      "cost": 20,
      "remaining": 49980
    }
  },
  "data": [
    ...
  ]
}
```

1.3 Authentication & Access

The API uses OAuth2 for Authorization. There are currently two modes of use: Client Credentials grant type (for simple access to your own data) and Authorisation Code grant type (allowing other users to use your application with their data)

To obtain credentials, visit the API Access page within the app.

Client Credentials Grant Type

Access is on a per-user basis, with credentials listed under the “API credentials” section. Your personal `client_id` and `client_secret` will grant you an access-token, so you can make queries against any account you are a member of. The instructions are as follows:

1. Obtain credentials from <https://app.pi-datametrics.com/api-admin/credentials>. Generate a new client secret if necessary and keep it somewhere safe (it can be regenerated but is not viewable after initial generation.)
2. POST the credential key-value pairs to <https://app.pi-datametrics.com/api/auth> to receive your access token, which will last 1 hour; after which you will need to post to `/api/auth` again.
The following parameters should be set in the **post body**
`client_id={CLIENT ID}`
`client_secret={CLIENT SECRET}`
`grant_type=client_credentials`
3. Add the **HTTP header**: `Authorization: Bearer {ACCESS_TOKEN}` on all future requests.

Authorisation Code Grant Type

This approach requires you to register an application, which other users can then authorise access to.

Register the Application

1. Click the Add icon in the My Applications section to register a new application.
2. Provide a name for your application, a link to its homepage and a description that will be shown to users when they authorise. You must also supply a list of domain names that may be redirected to following successful authorisation.
3. Record the Client ID and Client Secret of your application. Note that the client secret will only be displayed once.

Regenerating the Client Secret

If necessary, you can regenerate the client secret using the link in the My Applications table. Note that changing the client secret will affect any application instances that are using this value - these may need updated configuration in order to continue to request access tokens.

Authorisation

Direct users to the following URL in order to authorise access to your application

[https://app.pi-datametrics.com/api-admin/authorise?client_id=\[YOUR_CLIENT_ID\]&response_type=code&redirect_uri=\[REDIRECT_URI\]&state=\[STATE\]](https://app.pi-datametrics.com/api-admin/authorise?client_id=[YOUR_CLIENT_ID]&response_type=code&redirect_uri=[REDIRECT_URI]&state=[STATE])

client_id	string	Your application's Client ID	required
response_type	string	Must be "code"	required
redirect_uri	uri	Location to redirect users to after authorisation.	required
state	string	The state token will be appended to the redirect URI so you can check the value matches this initial value	required

After successful authorisation, users will be sent to the supplied redirect URI, including an authorisation code.

Obtaining Access and Refresh Tokens

Make a POST request to <https://app.pi-datametrics.com/api/auth>, sending the following parameters in the body:

```
'grant_type' => 'authorization_code',
'code' => [AUTHORISATION_CODE],
'redirect_uri' => [REDIRECT_URI]
'client_id' => [CLIENT_ID],
'client_secret' => [CLIENT_SECRET]
```

The above will return an access and refresh token.

Refreshing the Access Token

When the access token expires use the stored refresh token to request a new access token.

Make a POST request to; <https://app.pi-datametrics.com/api/auth>, sending the following parameters in the body

```
'grant_type' => 'refresh_token',
'refresh_token' => [REFRESH_TOKEN]
'client_id' => [CLIENT_ID],
```

'client_secret' => [CLIENT_SECRET]

The above will return a new access token for the given refresh token.

1.4 Quota

Each account will be given an allocation of API units to be refreshed monthly and each query will consume a calculated number of units. Initially we will allocate 500,000 units to each client, and the number of units consumed by each query. The costs and allowances of the quota will likely be tuned over time.

1.5 Error handling

Errors are returned within the *meta* object of the JSON Response. Within meta.errors property, there are type, details and error code properties.

Error Response example:

```
{
  "meta": {
    "status": 401,
    "errors": [
      {
        "type": "Unauthorised",
        "context": "access token"
        "details": "You did not provide a valid access token.",
        "code": 102
      }
    ]
  }
}
```

Error code	Error type
101	Insufficient quota
102	Invalid access token
103	Method not supported
104	Endpoint does not exist
105	Invalid parameter
106	Missing parameter
107	Resource not found
108	Insufficient privileges
109	Tractor Data Unavailable
110	Invalid request body type

111	JSON decode error
112	JSON format error
113	JSON value error

2 Accounts & User

2.1 User details

Returns details of the current user

Request

URI: /api/me

Response

GET /api/me

```
{
  "meta": {
    ...
  },
  "data": {
    "name": "Jane Doe",
    "email": "jane@example.com",
    "timezone": "Europe/London"
  }
}
```

Cost: 0 units

2.2 Accounts List

Returns a list of accounts that the API user has access to.

Request

URI: /accounts

Response

GET /api/accounts

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 100,
      "name": "Building Company Inc."
    },
    {
      "id": 70,
      "name": "Software Solutions Ltd"
    },
    ...
  ]
}
```

Cost: 0 units

2.3 Account details

Returns a list of accounts for the user

Request

URI: /api/accounts/:account-id

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

Response

GET /api/accounts/100

```
{
  "meta": {
    ...
  },
  "data": {
    "id": 100,
    "name": "Building Company Inc."
  }
}
```

Cost: 5 units

2.4 Account quota

Returns details on the consumed and available quota for the client.

Request

URI: /api/accounts/:account-id/quota

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

Response

GET /api/accounts/100/quota

```
{
  "meta": {
    ...
  },
  "data": {
    "allocated": 60000,
    "used": 935,
    "remaining": 59065
  }
}
```

Cost: 0 units

2.5 Account sites list

Returns list of sites for the client.

Request

URI: /api/accounts/:account-id/sites

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

Response

GET /api/accounts/1657/sites

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 1657,
      "label": "Amazon UK",
      "base-urls": [
        "amazon.co.uk"
      ]
    }
  ]
}
```

Cost: 5 units

3 Global Data

3.1 Search Engines List

Returns a list of search engines used in Pi

Request

Method: GET

URI: `/api/search-engines?market=country-code&language=language-code`

market	string	ISO 3166-1 alpha-2 country code of the market	optional
language-code	string	ISO 639-1 language code (2 characters)	optional

Response

GET `/api/search-engines`

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 77,
      "name": "Google AE"
    },
    {
      "id": 70,
      "name": "Google AT"
    },
    ...
  ]
}
```

Cost: 0 units

3.2 Search Engine Details

Returns details of the specified search engine

Request

URI: `/api/search-engines/:search-engine-id`

search-engine-id	Integer	ID of the search engine	required
------------------	---------	-------------------------	----------

Response

GET `/api/search-engines/58`

```
{
  "meta": {
    ...
  },
  "data": {
    "id": 58,
    "name": "Google UK"
  }
}
```

}

Cost: 0 units

4 Workspace Setup

4.1 Workspaces List

Returns a list of workspaces within specified account, visible to the user.

Request

URI: /api/accounts/:account-id/workspaces

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

Response

GET /api/accounts/100/workspaces

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 10,
      "name": "My workspace"
    },
    {
      "id": 11,
      "name": "Other workspace"
    },
    ...
  ]
}
```

Cost: 5 units

4.2 Workspace Details

Returns an individual workspace

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required

Response

GET /api/accounts/1000/workspaces/12

```
{
  "meta": {
    ...
  },
  "data": {
    "id": 12,
    "name": "Interesting keywords",
    "market": "it",
    "created": "2013-07-09",
  }
}
```

```

    "description": "workspace description",
    "currency": "GBP",
    "tracked": true,
    "createdBy": "John Smith",
    "searchEngineIds": [
      58
    ]
  }
}

```

Cost: 5 units

4.3 Workspace Sites List

Returns a list of sites within the specified workspace

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/sites

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required

Response

GET /api/accounts/100/workspaces/530/sites

```

{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 12,
      "label": "businessinsider.com",
      "base-urls": [
        "businessinsider.com"
      ]
    },
    {
      "id": 10,
      "label": "britishairways.com",
      "base-urls": [
        "britishairways.com"
      ]
    },
    ...
  ]
}

```

Cost: 5 units

4.4 Workspace Search Term Groups List

Returns a list of search term groups within the specified workspace

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/search-term-groups

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required

Response

GET /api/accounts/100/workspaces/153/search-term-groups

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 12,
      "name": "My Keyword Group"
    },
    ...
  ]
}
```

Cost: 5 units

4.5 Workspace Search Terms

Returns a list of search terms within the specified workspace

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/search-terms

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required

Response

GET /api/accounts/100/workspaces/153/search-terms

```
{
  "meta": {
    ...
  },
  "data": [
    "term 1",
    "term 2",
    "term 3",
    ...
  ]
}
```

Cost: 5 units, plus 1 unit per row of data

4.6 Search Term Group Search Terms

Returns a list of search terms within the specified search term group

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/search-term-groups/:search-term-group-id/search-terms

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required
search-term-group-id	integer	ID of the search term group within workspace	required

Response

GET /api/accounts/100/workspaces/153/search-term-groups/5/search-terms

```
{
  "meta": {
    ...
  },
  "data": [
    "term 1",
    "term 2",
    "term 3",
    ...
  ]
}
```

Cost: 5 units, plus 1 unit per row of data

4.7 Site Details

Returns an individual site

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/sites/:site-id

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required
site-id	Integer	ID of the site within the workspace	required

Response

GET /api/accounts/100/workspaces/153/sites/7897

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 12,
      "label": "example.com",
      "base-urls": [
        "example.com"
      ]
    },
    ...
  ]
}
```

}

Cost: 5 units

5 Visibility Index

5.1 Visibility Index List

Returns a list of visibility indexes within a workspace

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/visibility-indexes

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required

Response

GET /api/accounts/100/workspaces/153/visibility-indexes

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 3,
      "name": "My visibility index",
      "description": "This is my visibility index for tracking data"
    },
    {
      "id": 4,
      "name": "British holidays",
      "description": "Terms for British holidays"
    },
    ...
  ]
}
```

Cost: 5 units

5.2 Visibility Index Detail

Returns detail for an individual visibility index

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/visibility-indexes/:index-id

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required
index-id	Integer	ID of the visibility index within the workspace	required

Response

GET /api/accounts/:account-id/workspaces/153/visibility-indexes/3

```
{
```

```

"meta": {
  ...
},
"data": {
  "id": 3,
  "name": "My visibility index",
  "description": "This is my visibility index for tracking data",
  "sites": [
    {
      "id": 10,
      "label": "britishairways.com",
      "base-urls": [
        "britishairways.com"
      ]
    },
    {
      "id": 9,
      "label": "easyjet.com",
      "base-urls": [
        "easyjet.com"
      ]
    }
  ],
  "search-criteria": {
    "1": {
      "workspace-id": 1,
      "search-engines": [
        {
          "id": 58,
          "name": "Google UK",
          "start-date": "2014-11-01 00:00:00",
          "end-date": null,
          "active": true
        }
      ],
      "search-term-groups": [
        {
          "id": 11,
          "name": "My Keyword Group",
          "start-date": "2014-11-01 00:00:00",
          "end-date": null,
          "active": true
        }
      ]
    }
  }
}

```

Cost: 5 units

5.3 Visibility Index Site Scores

Provides the top-level scores within a visibility index – i.e. the visibility of the (up to 12) sites within the index.

Returns an array of sites scores within the index along with scores for the day in question.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/visibility-indexes/:index-id/site-scores?date=:date

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required
index-id	Integer	ID of the visibility index within the workspace	required
date	yyyy-mm-dd	Date of the results	required

Response

GET /api/accounts/100/workspaces/153/visibility-indexes/465/site-scores?date=2015-01-01

```
{
```

```
  "meta": {
```

```
    ...
```

```
  },
```

```
  "data": [
```

```
    {
```

```
      "site-id": "10",
```

```
      "visibility": 67.3,
```

```
      "movement": 0.7,
```

```
      "volatility": 0.3
```

```
    },
```

```
    {
```

```
      "site-id": "9",
```

```
      "visibility": 41.7,
```

```
      "movement": -1.5,
```

```
      "volatility": 0.17
```

```
    }
```

```
    ...
```

```
  ]
```

```
}
```

Cost: 5 units, plus 1 unit per row of data

5.4 Visibility Index Search Term Group Scores

Provides the group breakdown for a specific site, within a specific index.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/visibility-indexes/:index-id/site-scores?date=:date

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the workspace	required
index-id	Integer	ID of the index	required
site-id	Integer	ID of a site within the visibility index	required

date	yyyy-mm-dd	Date of results	required
------	------------	-----------------	----------

Response

Returns an array of search term group scores for a given site within an index.

GET

`/api/accounts/100/workspaces/153/visibility-indexes/465/site-scores?site-id=678&date=2014-01-01`

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "search-term-group-id": 268,
      "visibility": 33.7,
      "movement": 7.7,
      "volatility": 0.88
    },
    {
      "search-term-group-id": 266,
      "visibility": 30.6,
      "movement": 4.5,
      "volatility": 0.68
    }
    ...
  ]
}
```

Cost: 5 units plus 1 unit per row of data.

6 Position Reports

6.1 Site Position Data

Provides position data for the specified day for every search term in the workspace on the specified search engine. Optionally can be filtered by search term group.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/position-data/site-positions

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required
site-id	Integer	ID of the site within the workspace or account	required
date	yyyy-mm-dd	Date of the results	required
search-engine-id	Integer	ID of the search engine within the workspace	required
search-term-group-id[]	Array of integers	Array of search term group IDs. Results will be filtered to only include search terms present in one of the specified groups.	optional

Response

GET

/api/accounts/100/workspaces/153/position-data/site-positions?site-id=7897&date=2015-01-01&search-engine-id=3&search-term-group-id[]=5612&search-term-group-id[]=8432

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "search-term": "adventure holidays",
      "url": "tripadvisor.com",
      "position": 10
    },
    {
      "search-term": "exciting breaks",
      "url": "tripadvisor.com",
      "position": 4
    },
    ...
  ]
}
```

Position values

1 – 100	Top position for the site (on the search term, search engine and date in question)
0	Site does not position within the top 100 for the search term
-1	The search term was not tracked on the given date.

Cost: 5 units plus 1 unit per row of data.

6.2 Search Term Positions

Provides positions for all sites in the workspace, for a given search term, date, and search engine, and optionally filtered by site tags.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/position-data/search-term-positions

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the workspace	required
search-term	String	The search term from the workspace	required
search-engine-id	Integer	ID of a search engine within the workspace	required
date	yyyy-mm-dd	Date of results	required
site-tag[]	Array of strings	The site tags to filter by	optional

Response

GET

/api/accounts/100/workspaces/1024/position-data/search-term-positions?search-term=cheap%20holidays&date=2015-04-09&search-engine-id=58

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "site-id": 68,
      "url": "http://www.tripadvisor.com/cheap-holidays",
      "position": 2
    },
    {
      "site-id": 409,
      "url": "http://www.britishairways.com/holiday-types/cheap-holidays",
      "position": 34
    },
    {
      "site-id": 1001,
      "url": "http://www.easyjet.com/en/holidays/",
      "position": 14
    },
    ...
  ]
}
```

Position values:

1 – 100	Top position for the site (on the search term, search engine and date in question)
0	Site does not position within the top 100 for the search term

-1	The search term was not tracked on the given date.
----	--

Cost: 5 units plus 1 unit per row of data.

6.3 Returning Site Urls

Provides all urls within the specified site that positioned for any search term within the workspace. Optionally filtered by search term group.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/position-data/returning-site-urls

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the workspace	required
search-engine-id	Integer	ID of the search engine in the workspace	required
site-id	Integer	ID of a site within the workspace or account	required
date	yyyy-mm-dd	Date of results	required
search-term-group-id[]	Array of integers	ID of the search term groups in the workspace	optional

Response

GET

/api/accounts/100/workspaces/1024/position-data/returning-site-urls?site-id=10&date=2015-04-09&search-engine-id=58

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "url": "http://www.britishairways.com/destinations/bordeaux-holidays",
      "results": [
        {
          "search-term": "bordeaux holidays",
          "position": 2
        },
        {
          "search-term": "bordeaux short breaks",
          "position": 6
        },
        {
          "search-term": "cheap holidays to bordeaux",
          "position": 5
        }
      ]
    },
    {
      "url": "http://www.britishairways.com/boston/city-breaks-in-boston",
      "results": [
```

```

    {
      "search-term": "boston city breaks",
      "position": 1
    },
    {
      "search-term": "boston holidays",
      "position": 2
    },
    {
      "search-term": "cheap holidays to boston",
      "position": 6
    }
  ]
},
...
]
}

```

Cost: 5 units plus 1 unit per row of data.

6.4 Top 100 Results

Provides URLs returned by the specified search engine for a given search term and date.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/position-data/top-100-results

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the workspace	required
search-term	String	The search term from the workspace	required
search-engine-id	Integer	ID of a search engine within the workspace	required
date	yyyy-mm-dd	Date of results	required

Response

GET

/api/accounts/100/workspaces/1024/position-data/top-100-results?search-term=cheap%20holidays&date=2015-04-09&search-engine-id=58

```

{
  "meta": {
    ...
  },
  "data": [
    "http://www.lastminute.com/holidays/",
    "http://www.travelsupermarket.com/holidays/",
    "http://www.travelrepublic.co.uk/holidays/",
    "http://www.thomascook.com/holidays/summer-2015/",
    "http://www.onthebeach.co.uk/holidays/cheap-holidays",
    "http://www.teletextholidays.co.uk/",
    "http://www.directholidays.co.uk/",
    "http://www.lowcstholidays.com/"
  ]
}

```



```

        "http://www.thomson.co.uk/",
        ...
    ]
}

```

Notes: Returns null when the search term was not tracked on that search engine on that day.

Cost: 5 units

6.5 Bulk Search Data

Provides position data for the specified date for every search term in the workspace for the specified search engine. Optionally can be filtered by search term group and position data can be limited to a specified amount of positions.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/position-data/bulk-search-results

account-id	integer	ID of the account	required
workspace-id	Integer	ID of the workspace within the account	required
date	yyyy-mm-dd	Date of the results	required
search-engine-id	Integer	ID of the search engine within the workspace	required
search-term-group-id[]	Array of integers	Array of search term group IDs. Results will be filtered to only include search terms present in one of the specified groups.	optional
number-of-results	Integer	Set the amount of returning URLs to return for each search term. Default is 100.	optional

Response

GET

/api/accounts/100/workspaces/1024/position-data/bulk-search-results?date=2015-04-09&search-engine-id=58

```

{
  "meta": {
    ...
  },
  "data": [
    {
      "searchTerm": 'keyword-name',
      "results": [
        "http://www.example1.com",
        "http://www.example2.com",
        "http://www.example3.com",
        "http://www.example4.com",
        "http://www.example5.com",
        ...
      ]
    },
    ...
  ]
}

```

Cost: 5 units plus 1 unit per row of data.

6.6 Position Series

Provides position data for a single search term , single site on specified search engine within a given date range.

Request

URI: /api/accounts/:account-id/workspaces/:workspace-id/position-data/series

account-id	integer	ID of the account	required
workspace-id	integer	ID of the workspace within the account	required
search-term	string	The search term from the workspace	required
site-id	integer	ID of the site within the workspace or account	required
search-engine-id	integer	ID of the search engine within the workspace	required
start-date	yyyy-mm-dd	Date of the results	required
end-date	yyyy-mm-dd	Date of the results	required

Response

GET

/api/accounts/100/workspaces/1024/position-data/series?search-term=cheap%20loan&site-id=1151&search-engine-id=59&start-date=2018-05-25&end-date=2018-06-24

```
{
  "meta": {
    ...
  },
  "data": {
    "2018-05-25": {
      "urls" : [
        {
          "Position" : 9,
          "Url" : "http://www.example1.com"
        }
      ],
      "topPosition": 9
    },
    "2018-05-26": {
      "urls" : [
        {
          "Position" : 12,
          "Url" : "http://www.example2.com"
        },
        {
          "Position" : 15,
          "Url" : "http://www.example3.com"
        }
      ],
      "topPosition": 12
    },
    "2018-06-02": {
      "urls" : [],
      "topPosition": 0
    }
  }
}
```

```
    },  
    ...  
  }
```

Notes: Does not return dates when the search term was not tracked on the specified search engine on that day.

Cost: 5 units plus 1 unit per row of data.

Position values:

1 – 100	Top position for the site (on the search term, search engine and date in question)
0	Site does not position within the top 100 for the search term

7 Tractor

7.1 Tractor workspace list

Returns a list of workspaces within specified account, visible to the user.

Request

URI: /api/accounts/:account-id/tractor-workspaces

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

Response

GET /api/accounts/100/tractor-workspaces

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 1001,
      "name": "Long term trends in menswear"
    },
    {
      "id": 1123,
      "name": "Weekly trends in fashion"
    },
    ...
  ]
}
```

Cost: 5 units

7.2 Tractor workspace details

Returns details on an individual tractor workspace.

Request

URI: /api/accounts/:account-id/tractor-workspaces/:tractor-workspace-id

account-id	Integer	ID of the account	required
Tractor-workspace-id	Integer	ID of the tractor workspace within the account	required

Response

GET /api/accounts/1000/tractor-workspaces/1337

```
{
  "meta": {
    ...
  },
  "data": {
```

```

      "id": 1337,
      "name": "Long term trends in menswear",
      "frequency": "weekly",
      "startDate": "2017-08-01",
      "endDate": "2017-10-01",
    }
  }
}

```

Cost: 5 units

7.3 Sites visibility report

Shows the visibility for each site in the workspace for all keywords in the specified search engine.

Request

URI: /api/accounts/:account-id/tractor-workspaces/:workspace-id/reports/sites-visibility

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the tractor workspace	required
search-engine-id	Integer	ID of a search engine within the workspace	required
period	2015-W34 / 2015-02	Tracking period	Required
formula	String	The formula to use on the visibility calculation. decay95 (default), linear	Optional

Response

GET

/api/accounts/999/tractor-workspaces/1000/reports/sites-visibility?period=2015-W34&search-engine-id=58

```

{
  "meta": {
    ...
  },
  "data": [
    {
      "base-url": "tripadvisor.co.uk",
      "score": 95.02968
    },
    {
      "base-url": "bbc.co.uk",
      "score": 32.23232
    },
    {
      "base-url": "theultimatetravelcompany.co.uk",
      "score": 81.53027
    },
    ...
  ]
}

```

Cost: 5 units + 1 per result

7.4 Search term groups visibility

Shows the visibility of each group for each site in the workspace.

Request

URI: /api/accounts/:account-id/tractor-workspaces/:workspace-id/reports/search-term-groups-visibility

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the tractor workspace	required
search-engine-id	Integer	ID of a search engine within the workspace	required
period	2015-W34 / 2015-02	Tracking period	Required
formula	String	The formula to use on the visibility calculation. decay95 (default), linear	Optional

Response

GET

/api/accounts/999/tractor-workspaces/1000/reports/search-term-groups-visibility?period=2015-W34&search-engine-id=58

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "base-url": "tripadvisor.co.uk",
      "groups": [
        {
          "group": "Group A",
          "score": 95.0296875
        },
        {
          "group": "Group B",
          "score": 65.35435
        }
      ]
    },
    {
      "base-url": "bbc.co.uk",
      "groups": [
        {
          "group": "Group A",
          "score": 23.23234
        },
        {
          "group": "Group B",
          "scores": 92.23233
        }
      ]
    }
  ],
}
```

```

    ...
  ]
}

```

Cost: 5 units + 1 per result

7.5 Search term positions report

Provides the position and top retuning URL for each search term in the workspace on the selected search engine.

Request

URI: /api/accounts/:account-id/tractor-workspaces/:workspace-id/reports/search-term-positions

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the tractor workspace	required
search-engine-id	Integer	ID of a search engine within the workspace	required
period	2015-W34 / 2015-02	Tracking period	required
site	Base-url (example.com)	The base url of the site to be queried.	required

Response

GET

/api/accounts/999/tractor-workspaces/1000/reports/search-term-positions?period=2015-W34&search-engine-id=58&site=tripadvisor.co.uk

```

{
  "meta": {
    ...
  },
  "data": [
    {
      "search-term": "luxury mozambique",
      "url": "http://www.tripadvisor.co.uk/mozambique-luxury-resorts.html",
      "position": 2
    },
    {
      "search-term": "cheap holidays",
      "url": "http://www.tripadvisor.co.uk/cheap-holidays.html",
      "position": 3
    },
    {
      "search-term": "winter holidays",
      "url": null,
      "position": 0
    },
    {
      "search-term": "fun holidays",
      "url": null,
      "position": 0
    }
  ]
}

```

```
}

```

Position values:

1 – 100	Top position for the site (on the search term, search engine and date in question)
0	Site does not position within the top 100 for the search term

Cost: 5 units + 1 per result

7.6 Returning URLs report

Shows every URL that positions for any search term in the workspace, on the specified search engine.

Request

URI: /api/accounts/:account-id/tractor-workspaces/:workspace-id/reports/returning-urls

account-id	Integer	ID of the account	required
workspace-id	Integer	ID of the tractor workspace	required
search-engine-id	Integer	ID of a search engine within the workspace	required
period	2015-W34 / 2015-02	Tracking period	required
site	Base-url (example.com)	The base url of the site to be queried.	required

Response

GET

/api/accounts/9999/tractor-workspaces/151413/reports/returning-urls?period=2015-W34&search-engine-id=58&site=tripadvisor.co.uk

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "url": "http://www.tripadvisor.co.uk/amazing-holidays.html",
      "results": [
        {
          "search-term": "amazing trips away",
          "position": 2
        },
        {
          "search-term": "exotic holidays abroad",
          "position": 12
        },
        ...
      ]
    },
    ...
  ]
}
```


Cost: 5 units + 1 per result

7.7 Tractor search engines list

List the search engines within the tractor workspace.

Request

URI: /api/accounts/:account-id/tractor-workspaces/:workspace-id/search-engines

Cost: 5

account-id	Integer	ID of the account	Required
workspace-id	Integer	ID of the tractor workspace	Required

Response

GET /api/accounts/999/tractor-workspaces/1000/search-engines

```
{
  "meta": {
    "status": 200,
    "quota": {
      "cost": 5,
      "remaining": 99995
    }
  },
  "data": [
    {
      "id": 58,
      "name": "Google UK"
    },
    {
      "id": 106,
      "name": "Bing UK"
    },
    ...
  ]
}
```

7.8 Tractor search results

Request

URI: /api/accounts/:account-id/tractor-workspaces/:workspace-id/search-results

Cost: 100 units per search result

account-id	Integer	ID of the account	Required
workspace-id	Integer	ID of the tractor workspace	Required
period	String	Tracking period - either a year and week number or year and month. i.e. '2015-W34', '2015-02'	Required

search-engine-id	Integer	The ID of the search engine to be queried. This can be obtained from the tractor search engines endpoint.	Required
------------------	---------	---	----------

Response

GET /api/accounts/999/tractor-workspaces/1000/search-results?
period=2015-W34&search-engine-id=58

```
{
  "meta": {
    "status": 200,
    "quota": {
      "cost": 12000,
      "remaining": 988000
    }
  },
  "data": [
    {
      "search-term": "SEO tools",
      "group": "Men's fashion",
      "urls": [
        "http://pi-datametrics.com/",
        "http://google.com/",
        "https://halifax.co.uk/",
        "https://www.halifax.com/",
        ... (96 more)
      ]
    },
    {
      "search-term": "Brighton holidays",
      "group": "Holidays in the UK",
      "urls": [
        "https://tripadvisor.co.uk/",
        "http://pi-datametrics.com/",
        "http://google.com/",
        "https://www.halifax.com/",
        ... (96 more)
      ]
    },
    ... (118 more)
  ]
}
```

7.9 Create tractor workspace

Creates a new tractor workspace based on the given request body

Request

Method: POST

URI: /api/accounts/:account-id/tractor-workspaces

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

POST /api/accounts/100/tractor-workspaces

```
{
  "groups": [
```

```

    {"name" : "animals"},
    {"name" : "clothing"}
  ],
  "variants": [
    {
      "market": "gb",
      "language": "en",
      "search-engine-ids": [58],
      "search-terms": {
        "animals": ["cat","dog"],
        "clothing": ["dress", "trousers"]
      }
    },
    {
      "market": "es",
      "language": "es",
      "search-engine-ids": [120],
      "search-terms": {
        "animals": ["gato","perro"],
        "clothing": ["vestido", "pantalones"]
      }
    }
  ],
  "sites": ["example.com","test.co.uk"],
  "name": "workspace name",
  "description": "workspace description",
  "frequency": "weekly"
}

```

Response

Status-Code: 201 (Created)

Content-Location: /api/accounts/:account-id/tractor-workspaces/:tractor-workspace-id

7.10 Delete tractor workspace

Deletes a tractor workspace from Pi for the given id

Request

Method: DELETE

URI: /api/accounts/:account-id/tractor-workspaces/:tractor-workspace-id

account-id	Integer	ID of the account	required
tractor-workspace-id	Integer	ID of tractor workspace	required

Response

DELETE /api/accounts/100/tractor-workspaces/1337

Status-Code: 204 (No content)

7.11 View workspace tracking state

Displays the current state for a tractor workspace

Request

Method: GET**URI:** /api/accounts/:account-id/tractor-workspaces/:tractor-workspace-id/tracking-state

tractor-workspace-id	Integer	ID of tractor workspace	required
----------------------	---------	-------------------------	----------

Response

GET /api/accounts/100/tractor-workspaces/1337/tracking-state

Status-Code: 200 (Ok)

```
{
  "meta": {
    ...
  }
  "data": [
    "state": "tracking"
  ]
}
```

Cost: 5 units**7.12 Change workspace tracking state**

Updates the tracking state for a workspace

States and possible actions:

- Created - In this state you can choose the action 'start' to ensure your terms start tracking in the following period. This will change the state to 'starting'
- Starting - In this state you can choose the 'stop' action to delay tracking of your terms. This will change the state to 'created'
- Tracking - In this state you can choose the 'stop' action to ensure your terms do not begin tracking in the following period. They will track until that point, changing the state to 'stopping'
- Stopping - In this state you can choose the 'start' action to cancel a 'stop' action that was taken while in the 'tracking' state. This will change the state to 'tracking'
- Completed - tracking has finished and no further tracking will take place in subsequent periods. If a subsequent tracking phase is required, the create endpoint should be used to re-upload the workspace

Note:

- The action parameter must be sent within the request body
- The possible actions are 'start' and 'stop' only

Request**Method:** POST**URI:** /api/accounts/:account-id/tractor-workspaces/:tractor-workspace-id/tracking-state

tractor-workspace-id	Integer	ID of tractor workspace	required
----------------------	---------	-------------------------	----------

POST /api/accounts/100/tractor-workspaces/1337/tracking-state

```
{
  "action" : "start"
}
```

Response

Status-Code: 204 (No content)

7.13 View tractor workspace structure

Provides a detailed overview of the contents of the given tractor workspace

Request**Method:** GET**URI:** /api/accounts/:account-id/tractor-workspaces/:tractor-workspace-id/structure

account-id	Integer	ID of the account	required
tractor-workspace-id	Integer	ID of tractor workspace	required

Response

GET /api/accounts/100/tractor-workspaces/1337/structure

```

{
  "meta": {
    ...
  },
  "data": [
    "groups": [
      {"name": "animals"},
      {"name": "clothing"}
    ],
    "variants": [
      {
        "market": "gb",
        "language": "en",
        "search-engine-ids": [58],
        "search-terms": {
          "animals": ["cat", "dog"],
          "clothing": ["dress", "trousers"]
        }
      },
      {
        "market": "es",
        "language": "es",
        "search-engine-ids": [120],
        "search-terms": {
          "animals": ["gato", "perro"],
          "clothing": ["vestido", "pantalones"]
        }
      },
      ...
    ],
    "sites": [
      "example.com",
      "test.co.uk"
    ]
  ]
}

```

Cost: 5 units

8 Market Intelligence

8.1 Market Intelligence List

Returns a list of market intelligence entities

Request

Method: GET

URI: /api/accounts/:account-id/market-intelligence

account-id	Integer	ID of the account	required
------------	---------	-------------------	----------

Response

GET /api/accounts/100/market-intelligence

```
{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 26,
      "Name": "Market Intelligence Report Three"
    },
    {
      "id": 25,
      "name": "Market Intelligence Report Two"
    },
    {
      "id": 24,
      "name": "Market Intelligence Report One"
    },
    ...
  ]
}
```

Cost: 5 units

8.2 Market intelligence details

Provides details about the individual MI

Request

Method: GET

URI: /api/accounts/:account-id/market-intelligence/:market-intelligence-id

account-id	Integer	ID of the account	required
market-intelligence-id	Integer	ID of the market intelligence	required

Response

GET /api/accounts/100/market-intelligence/100

```
{
```

```

    "meta": {
      ...
    },
    "data": {
      "name": "Market Intelligence Report",
      "site": {
        "label": "Example",
        "id": 47434,
        "baseUrls": [
          "example.com"
        ]
      },
      "frequency": "weekly",
      "currency": "USD",
      "recurring": false,
      "averageConversionValue": 100,
      "conversionRate": 2
    }
  }
}

```

Cost: 5 units

8.3 List versions

Returns a list of available versions for a given MI

Request

Method: GET

URI: /api/accounts/:account-id/market-intelligence/:market-intelligence-id/versions

account-id	Integer	ID of the account	required
market-intelligence-id	Integer	ID of the market intelligence	required

Response

GET /api/accounts/100/market-intelligence/100/versions

```

{
  "meta": {
    ...
  },
  "data": [
    {
      "id": 1,
      "generated": "2018-05-01 06:00:00"
    },
    {
      "id": 2,
      "generated": "2018-06-01"
    },
    ...
  ]
}

```

Cost: 5 units

8.4 Version details

Returns details about a specific version

Request

Method: GET

URI: /api/accounts/:account-id/market-intelligence/:market-intelligence-id/versions/:version

account-id	Integer	ID of the account	required
market-intelligence-id	Integer	ID of the market intelligence	required
version	Integer	Version number	required

Response

GET /api/accounts/100/market-intelligence/100/versions/22

```
{
  "meta": {
    ...
  },
  "data": {
    "id": 1,
    "generated": "2018-02-01 06:00:00",
    "endDate": "2018-01-01"
  }
}
```

Cost: 5 units

8.5 List components

Returns a list of components that are included in the most recent report version. Use the optional version parameter to list components in a specific previous version

Request

Method: GET

URI: /api/accounts/:account-id/market-intelligence/:market-intelligence-id/components?version=:version

account-id	Integer	ID of the account	required
market-intelligence-id	Integer	ID of the market intelligence	required
version	Integer	Version number	optional

Response

GET /api/accounts/100/market-intelligence/100/components

```
{
  "meta": {
    ...
  },
  "data": {
```



```

    "sov-leaders": "Share of voice leaders",
    "sov-timeline": "Share of voice timeline",
    "market-rank": "Share of voice market rank",
    "estimated-revenue-performance": "Estimated revenue performance"
    ...
  }
}

```

Cost: 5 units

8.5 Component data

Returns the data points for a market intelligence component. Data is from the most recent report version, unless the optional version parameter is provided

Request

Method: GET

URI:

/api/accounts/:account-id/market-intelligence/:market-intelligence-id/components/:component-key?version=:version

account-id	Integer	ID of the account	required
market-intelligence-id	Integer	ID of the market intelligence report	required
component-key	String	The name of the market intelligence component	required
version	Integer	Version number	optional

Response

Share of voice leaders

GET /api/accounts/100/market-intelligence/100/components/sov-leaders

```

{
  "meta": {
    ...
  },
  "data": {
    "overview": {
      "category": {
        "1000": {
          "label": "Category One",
          "values": {
            "wikipedia.org": 15.069545454545,
            ... (29 more)
          }
        },
        "2000": {
          "label": "Category Two",
          "values": {
            "wikipedia.org": 15.069545454545,
            ... (29 more)
          }
        }
      }
    }
  }
}

```

```

    .. 10
  },
  "totals": {
    "wikipedia.org": 17.592272727273,
    ... (29 more)
  },
  "siteLabels": [
    "wikipedia.org",
    ... (29 more)
  ]
},
"category": {
  "1000": {
    "subcategory": {
      "10000": {
        "label": "Subcategory one",
        "values": {
          "wikipedia.org": 2.1933333333333,
          ... (29 more)
        }
      },
      ... (11 more)
    },
    "totals": {
      "wikipedia.org": 17.001538461538,
      ... (29 more)
    },
    "label": "Category One",
    "siteLabels": [
      "wikipedia.org",
      ... (29 more)
    ]
  },
  "2000": {
    "subcategory": {
      "30000": {
        "label": "Category Three",
        "values": {
          "wikipedia.org": 2.4318181818182,
          ... (29 more)
        }
      },
      ... (11 more)
    },
    "totals": {
      "wikipedia.org": 17.638181818182,
      ... (29 more)
    },
    "label": "Category Two",
    "siteLabels": [
      "wikipedia.org",
      ... (29 more)
    ]
  }
},
"name": "Share of voice leaders",
"site": {

```

```

        "label": "Example",
        "id": 47434,
        "baseUrls": [
            "exmample.com"
        ]
    },
    "dateRange": {
        "start": "2017-11-01",
        "end": "2017-11-07"
    }
}
}
}

```

Share of voice timeline

GET /api/accounts/100/market-intelligence/100/components/sov-timeline

```

{
  "meta": {
    ...
  },
  "data": {
    "overview": {
      "wikipedia.org": {
        "2017-03-16": 18.987727272727,
        "2017-03-23": 18.772727272727,
        "2017-03-30": 17.145909090909,
        ...
      },
      ...
    },
    "category": {
      "1000": {
        "label": "Category One",
        "sites": {
          "wikipedia.org": {
            "2017-03-16": 17.806666666667,
            "2017-03-23": 17.564102564103,
            "2017-03-30": 16.151794871795,
            ...
          },
          ...
        }
      },
      "2000": {
        "label": "Category Two",
        "sites": {
          "wikipedia.org": {
            "2017-03-16": 20.010909090909,
            "2017-03-23": 20.049090909091,
            "2017-03-30": 17.212727272727,
            ...
          },
          ...
        }
      }
    },
    ...
  },
  "dateInterval": "weekly",
}

```

```

    "name": "Share of voice timeline",
    "site": {
      "label": "Example",
      "id": 47434,
      "baseUrls": [
        "example.com"
      ]
    },
    "dateRange": {
      "start": "2017-03-16",
      "end": "2017-11-02"
    }
  }
}

```

Share of voice market rank

GET /api/accounts/100/market-intelligence/100/components/market-rank

```

{
  "meta": {
    ...
  },
  "data": {
    "startRank": 9,
    "endRank": 7,
    "values": {
      "2017-03-16": 1.4672727272727,
      "2017-03-23": 1.6572727272727,
      "2017-03-30": 1.9440909090909,
      ...
    },
    "dateInterval": "weekly",
    "name": "Share of voice market rank",
    "site": {
      "label": "Example",
      "id": 47434,
      "baseUrls": [
        "example.com"
      ]
    },
    "dateRange": {
      "start": "2017-03-16",
      "end": "2017-11-02"
    }
  }
}

```

Estimated revenue performance

GET /api/accounts/100/market-intelligence/100/components/estimated-revenue-performance

```

{
  "meta": {
    ...
  },
  "data": {
    "currencySymbol": "$",
    "dateInterval": "weekly",
    "overview": {
      "category": {

```

```

    "1000": {
      "label": "Category One",
      "values": {
        "2017-03-16": 332343.88992,
        ...
      }
    },
    "2000": {
      "label": "Category Two",
      "values": {
        "2017-03-16": 22385.3184,
        ...
      }
    }
  },
  "category": {
    "1000": {
      "label": "Category One",
      "subcategory": {
        "10000": {
          "values": {
            "2017-03-16": 10515.89376,
            ...
          },
          "label": "Subcategory One"
        },
        ...
      }
    },
    "2000": {
      "label": "Category Two",
      "subcategory": {
        "20000": {
          "values": {
            "2017-03-16": 104.11776,
            ...
          },
          "label": "Subcategory Two"
        },
        ...
      }
    }
  },
  "name": "Estimated revenue performance",
  "site": {
    "label": "Example",
    "id": 47434,
    "baseUrls": [
      "example.com"
    ]
  },
  "dateRange": {
    "start": "2017-03-16",
    "end": "2017-11-02"
  }
}

```

}

Estimated revenue opportunity

GET /api/accounts/100/market-intelligence/100/components/estimated-revenue-opportunity

```

{
  "meta": {
    ...
  },
  "data": {
    "overview": {
      "category": {
        "1000": {
          "label": "Category One",
          "values": {
            "target": 457987.9968,
            "benchmark": 1705448.9088,
            "opportunity": 4775699.44512,
            "organicRevenue": 451142.25408
          }
        },
        "2000": {
          "label": "Category Two",
          "values": {
            "target": 455385.0528,
            "benchmark": 962048.1024,
            "opportunity": 2670542.45568,
            "organicRevenue": 80899.49952
          }
        }
      }
    },
    "category": {
      "1000": {
        "label": "Category One",
        "subcategory": {
          "20000": {
            "label": "Subcategory One",
            "values": {
              "target": 184028.1408,
              "benchmark": 393565.1328,
              "opportunity": 1125669.16224,
              "organicRevenue": 2186.47296
            }
          },
          ...
        }
      },
      "2000": {
        "label": "Category Two",
        "subcategory": {
          "30000": {
            "label": "Subcategory Two",
            "values": {
              "target": 0,
              "benchmark": 174917.8368,
              "opportunity": 582955.33824,
              "organicRevenue": 104.11776
            }
          }
        }
      }
    }
  }
}

```

```

        }
      },
      ...
    }
  },
  "currencySymbol": "$",
  "name": "Estimated revenue opportunity",
  "site": {
    "label": "Example",
    "id": 47434,
    "baseUrls": [
      "example.com"
    ]
  },
  "dateRange": {
    "start": "2017-11-02",
    "end": "2017-11-02"
  }
}
}

```

Historic revenue potential

GET /api/accounts/100/market-intelligence/100/components/historic-revenue-potential

```

{
  "meta": {
    ...
  },
  "data": {
    "currencySymbol": "$",
    "overview": {
      "category": {
        "1000": {
          "values": {
            "2014-03-01": 28205440.44864,
            ...
          },
          "label": "Category One"
        },
        ...
      }
    },
    "category": {
      "1000": {
        "label": "Category One",
        "subcategory": {
          "20000": {
            "label": "Subcategory One",
            "values": {
              "2014-03-01": 6508947.79584,
              ...
            }
          },
          "3000": {
            "label": "Subcategory Two",
            "values": {
              "2014-03-01": 7955380.63936,

```

```

        ...
      }
    },
    ...
  }
},
"site": {
  "label": "Example",
  "id": 47434,
  "baseUrls": [
    "example.com"
  ]
},
"dateRange": {
  "start": "2014-03-01",
  "end": "2017-02-02"
}
}
}

```

Estimated organic traffic

GET /api/accounts/100/market-intelligence/100/components/estimated-organic-traffic

```

{
  "meta": {
    ...
  },
  "data": {
    "dateInterval": "weekly",
    "overview": {
      "category": {
        "1000": {
          "label": "Category One",
          "values": {
            "2017-03-16": 216252,
            ...
          }
        },
      },
    },
  },
  "category": {
    "1000": {
      "label": "Category One",
      "subcategory": {
        "10000": {
          "values": {
            "2017-03-16": 11124,
            ...
          },
          "label": "Subcategory One"
        },
        "20000": {
          "values": {
            "2017-03-16": 88272,
            ...
          },
          "label": "Subcategory Two"
        }
      }
    }
  }
}

```



```

        },
      },
    },
    "name": "Estimated organic traffic",
    "site": {
      "label": "Example",
      "id": 47434,
      "baseUrls": [
        "example.com"
      ]
    },
    "dateRange": {
      "start": "2017-03-16",
      "end": "2017-11-02"
    }
  }
}

```

Search Volume Timeline

GET /api/accounts/100/market-intelligence/100/components/search-volume-timeline

```

{
  "meta": {
    ...
  },
  "data": {
    "overview": {
      "category": {
        "1000": {
          "values": {
            "2014-03-01": 19504758,
            ...
          },
          "label": "Category One"
        },
      },
    },
    "category": {
      "1000": {
        "label": "Category One",
        "subcategory": {
          "10000": {
            "label": "Subcategory One",
            "values": {
              "2014-03-01": 4501098,
              ...
            }
          },
          "20000": {
            "label": "Subcategory Two",
            "values": {
              "2014-03-01": 5501342,
              ...
            }
          }
        },
      },
    },
  },
}

```

```
    },
    "name": "Search Volume Timeline",
    "site": {
      "label": "Example",
      "id": 47434,
      "baseUrls": [
        "example.com"
      ]
    },
    "dateRange": {
      "start": "2014-03-01",
      "end": "2017-02-02"
    }
  }
}
```

Cost: 200 units