Vz Vizia

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Section: Integrations   ⌄

Pi Datametrics (Search and SEO Intelligence)

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Pi Datametrics is an exciting integration for Vizia as it brings an entirely new data source to the platform. Pi Datametrics specialize in search intelligence which means Vizia users can now visualize organic search data alongside their key marketing sources.

There are three components available with this integration that are available to use by all Vizia customers.

The industry categories available within this integration are a sample of the full range of capability of Pi Datametrics, if you'd like to add specific industries, countries and search terms please speak to your CSM who will be able to put you in touch with the relevant contact.

1. Single site daily positions

With this you component you can choose a specific industry and website and then see the terms in relation to this site and their position on Google over the past 24 hours.
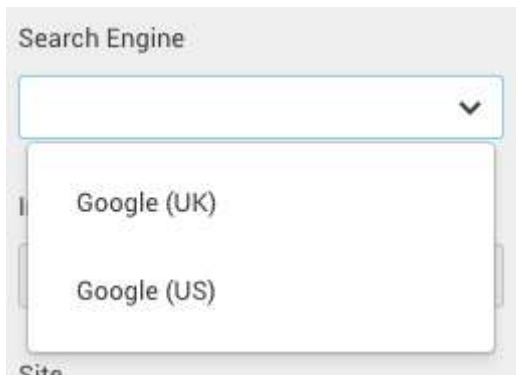
How to use it:

1. Choose **Single Site Daily Positions** from the component picker.

(Remember you can filter by data sources with the drop down menu in the top left corner of the picker)

2. Choose which region you would like to focus on: Google US or Google UK

3. Select an industry from the drop down menu:

UK/ US Fashion : All
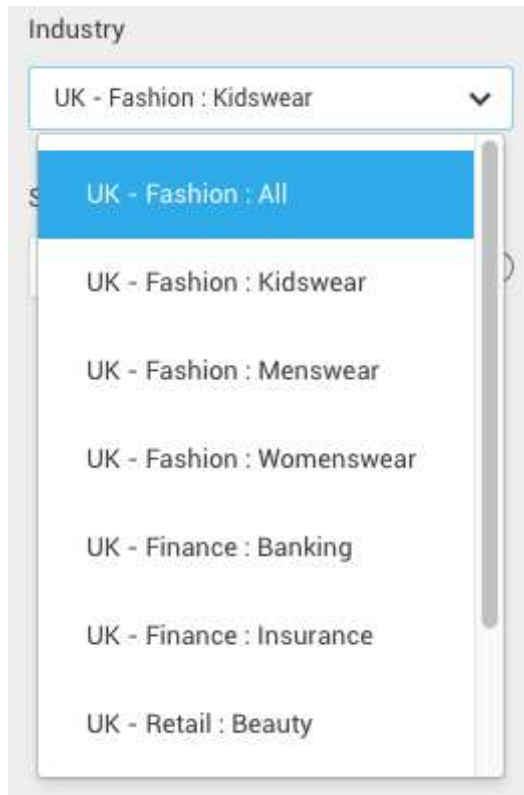UK/ US Fashion : Menswear
UK/ US Fashion : Womenswear
UK/ US Finance : Banking
UK/ US Finance : Insurance
UK/ US Retail : Beauty
UK/ US Retail : Electricals
UK/ US Travel : Flights

4. Once you have chosen an industry you will be have the choose a website to focus on.

The websites will change depending on which industry you choose. If there is a specific website you'd like to see, please speak to your Customer Success Manager.

Once these fields have been filled in, you will see a daily view of the trending terms in relation to website and their position on Google.
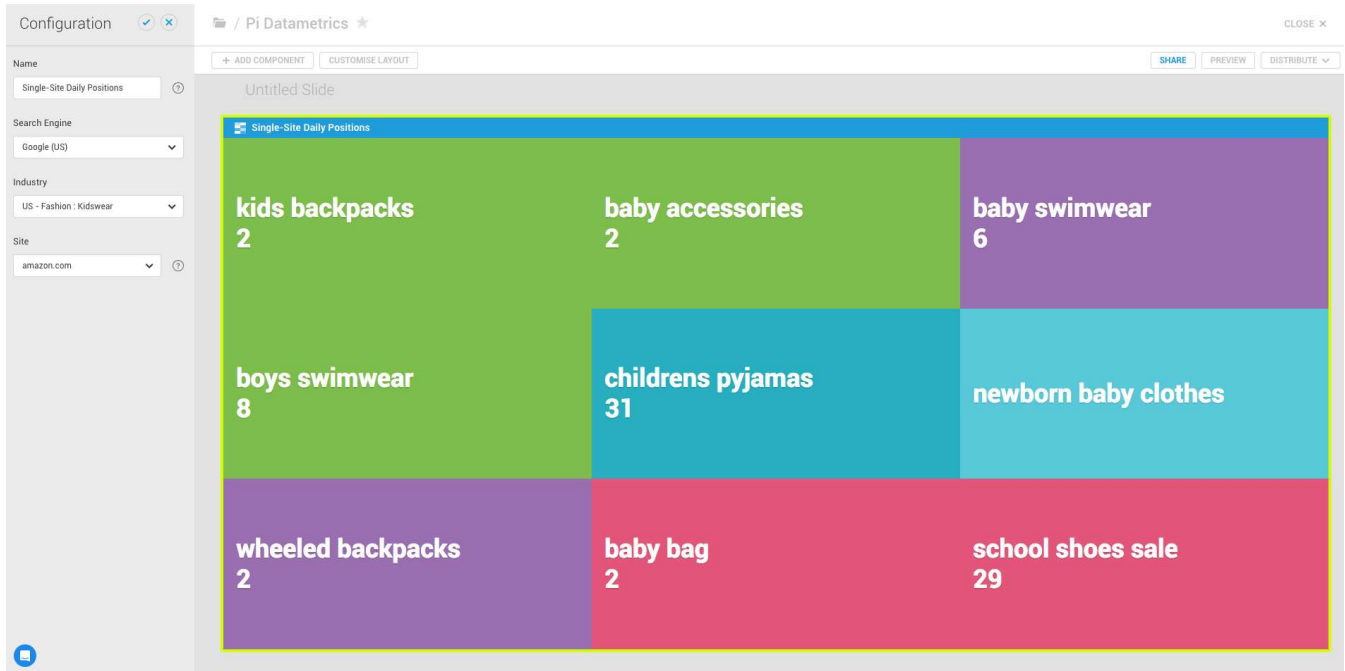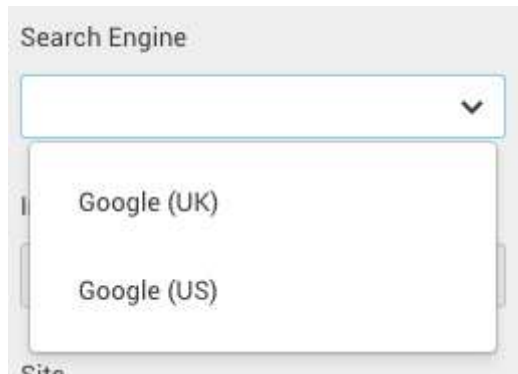
2. Single site SERP (Search Engine Ranking Position) overtime

This component allows you to to chart the performance of multiple search over time and in relation to a specific website.

1. Choose Single site SERP overtime from the component picker

2. Choose which region you would like to focus on: Google US or Google UK

3. Select an industry from the drop down menu:

UK/ US Fashion : All
UK/ US Fashion : Menswear
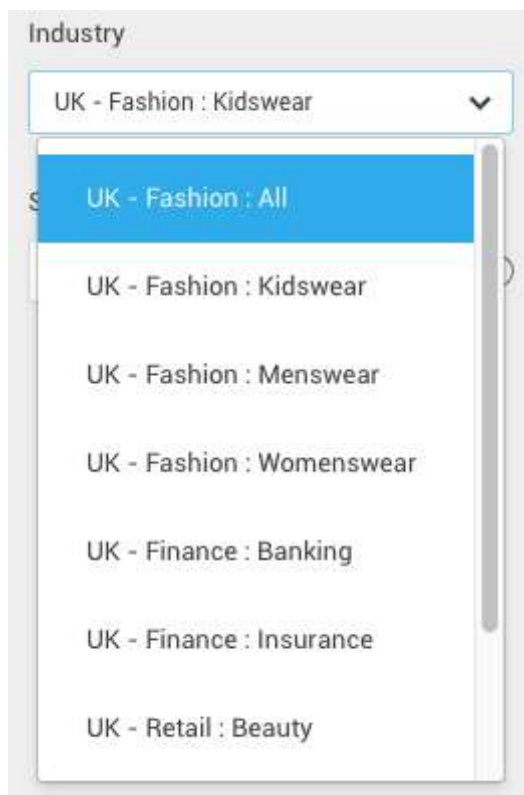UK/ US Fashion : Womenswear
UK/ US Finance : Banking
UK/ US Finance : Insurance
UK/ US Retail : Beauty
UK/ US Retail : Electricals
UK/ US Travel : Flights

4. Choose one or a selection of search terms from the drop down menu.

Each of the search terms relates to the industry chosen.
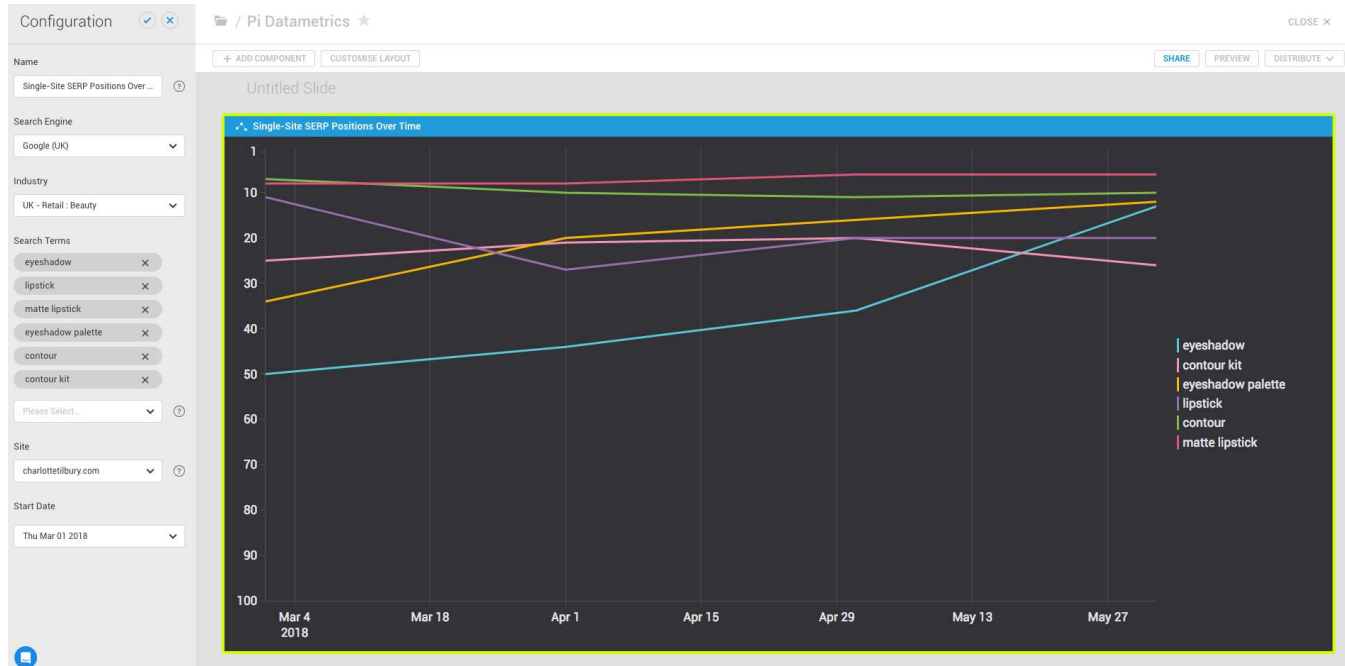
5. Once you are happy with your search terms choose the site you want to visualize these in relation to.

6. Choose the date.

You can go back view 18 months of date however it will always be up to today's date. You can not look at a specific period in time.
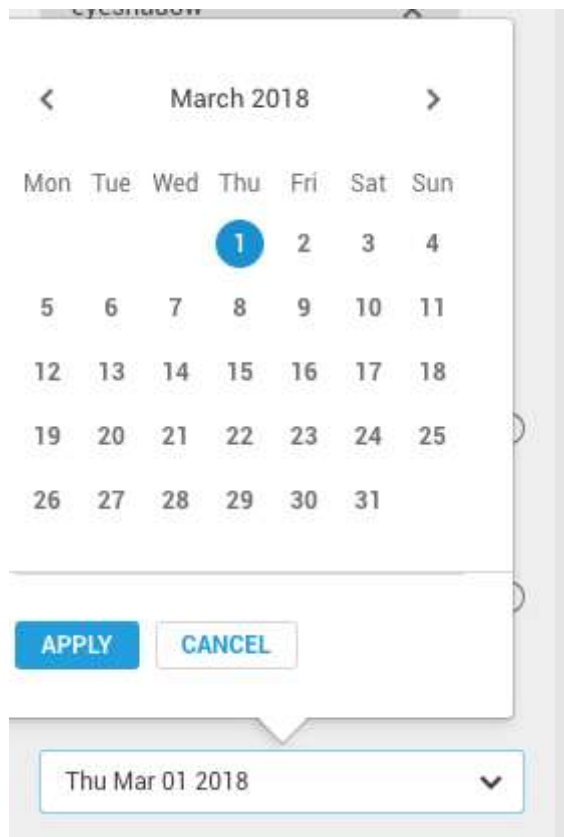
Once all of these fields have been inputted you will be able to see the performance of these terms over the given time frame.
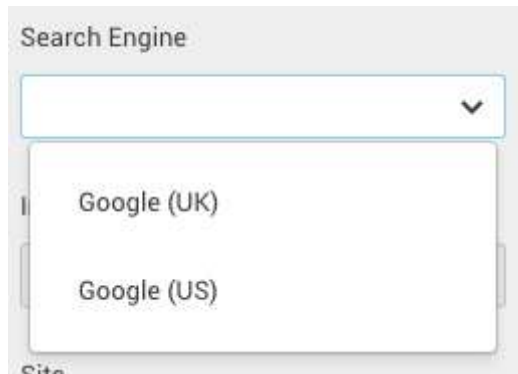
3. Multi-site SERP positions over time

This component allows you to compare the performance of multiple website in relation to one specific search term.

1. Choose Multi-site SERP positions over time from the component picker.

2. Choose which region you would like to focus on: Google US or Google UK

3. Select an industry from the drop down menu:

UK/ US Fashion : All
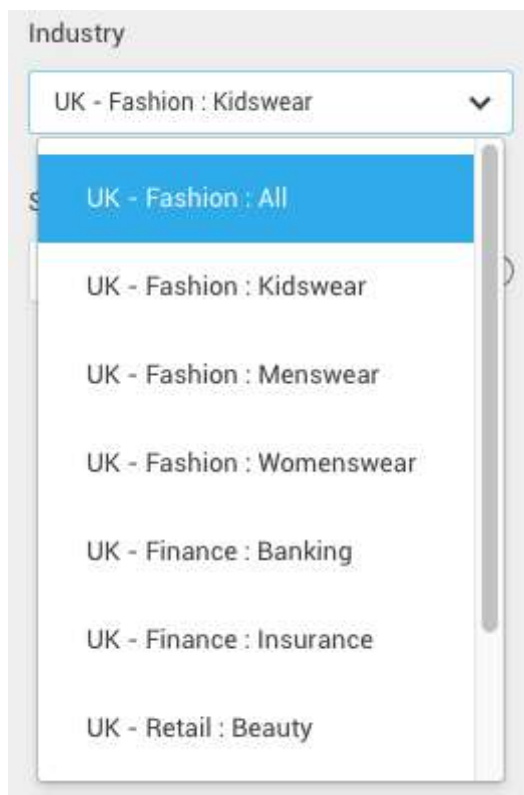UK/ US Fashion : Menswear
UK/ US Fashion : Womenswear
UK/ US Finance : Banking
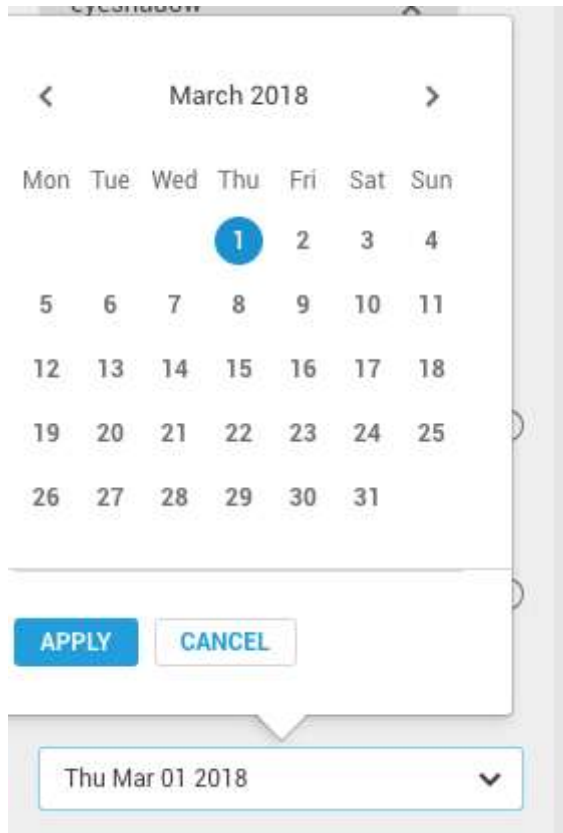UK/ US Finance : Insurance
UK/ US Retail : Beauty
UK/ US Retail : Electricals
UK/ US Travel : Flights

4. Choose one search term to focus on. The search terms will be directly related to the industry choose.

5. Choose one or multiple sites from the drop down menu. Again, these will be directly related to the industry chosen.

6. Select the date range.

Once these fields have been filled out, you will see how these sites compare in relation to this search term.
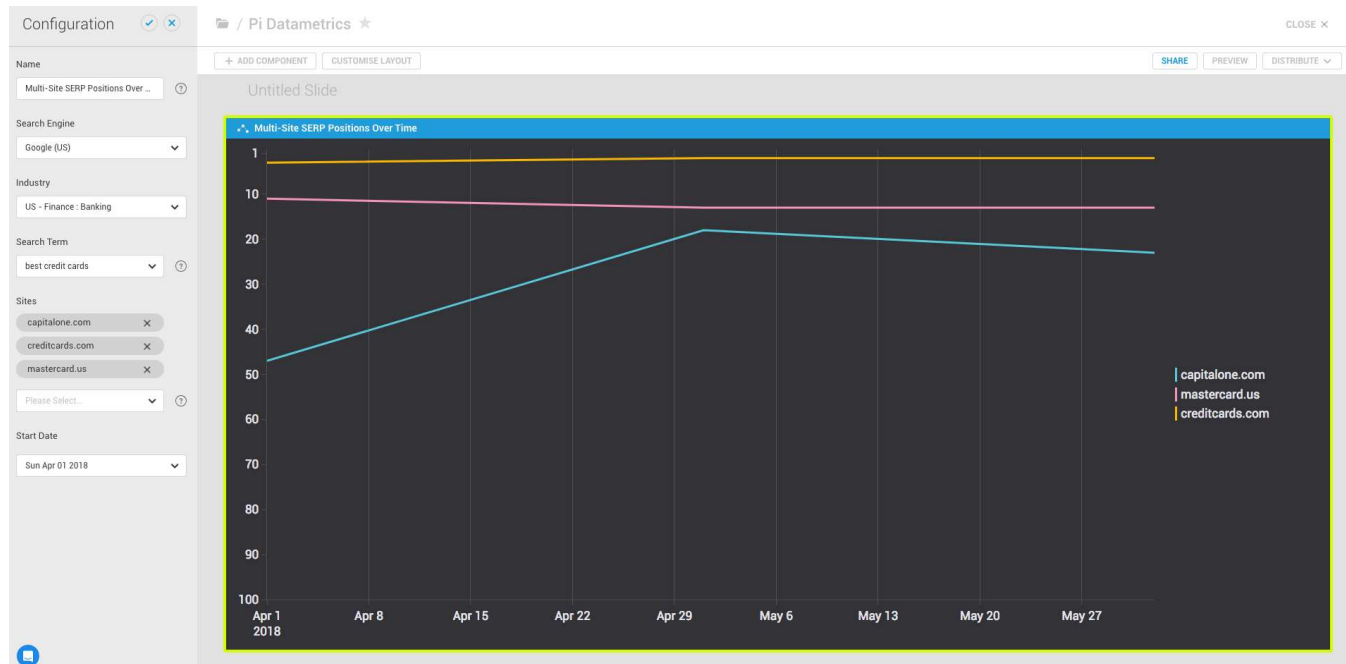
4. Market Share of Voice

Displays the share of voice of domains in a specific industry. Can be further broken down by the popular search terms in that industry.

1. Choose Market Share of Voice from the component picker.

2. Choose the industry you would like to visualize.

UK/ US Fashion
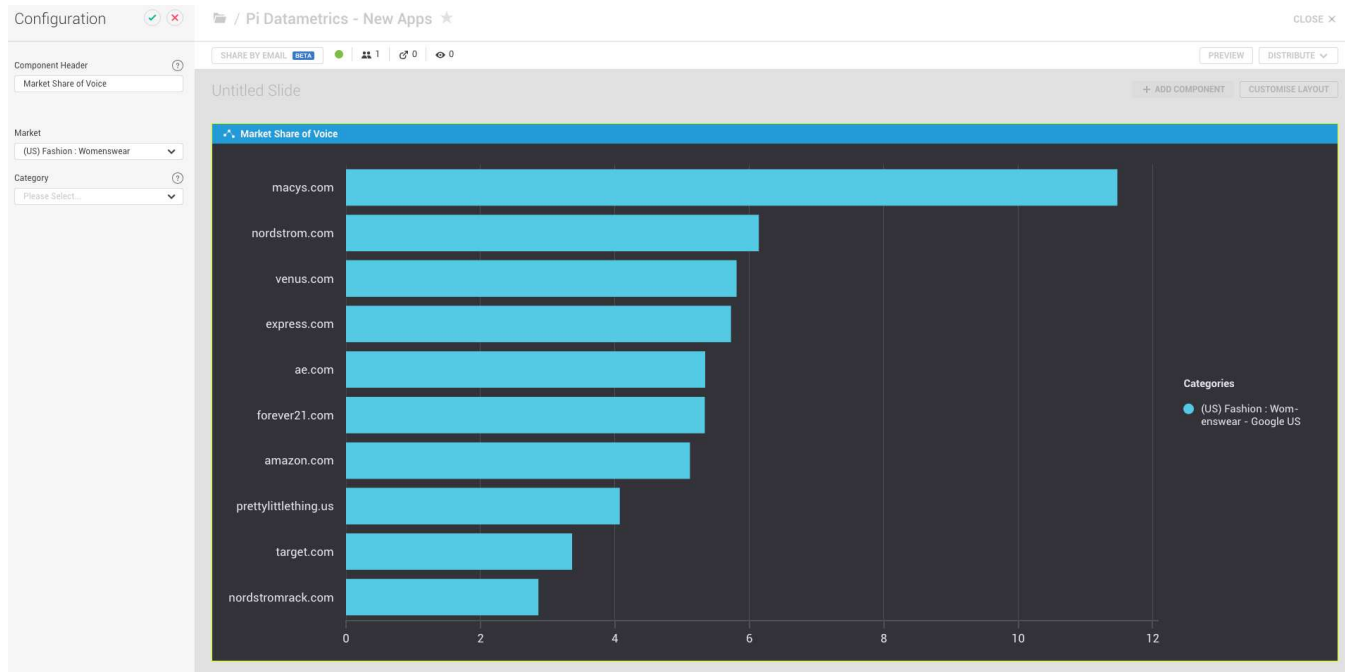
UK/ US Fashion

UK/ US Fashion

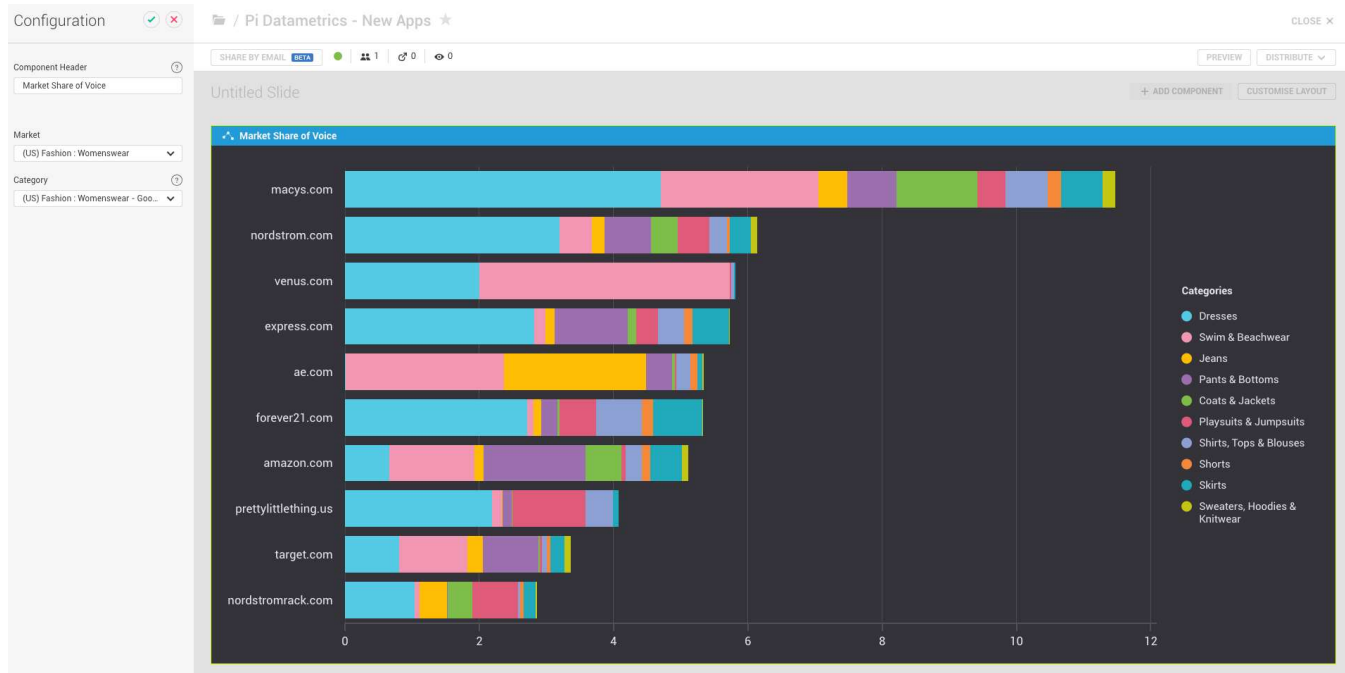UK/ US Finance

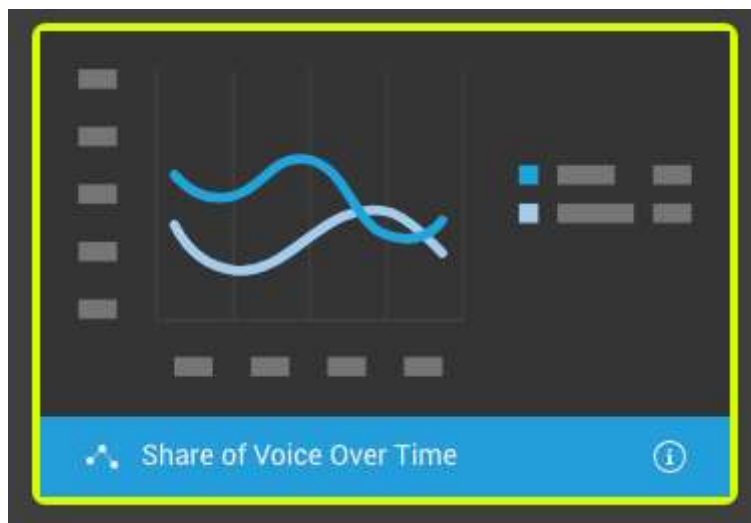UK/ US Finance

UK/ US Retail

UK/ US Retail

UK/ US Travel

3. Depending on the industry chosen you will be able to break this share of voice data down by the categories within that industry.

5. Share of voice over time

Displays the share of voice of the top domains in an industry overtime.

1. Choose the component from the picker

2. Choose the industry you would like to visualize data from.

UK/ US Fashion

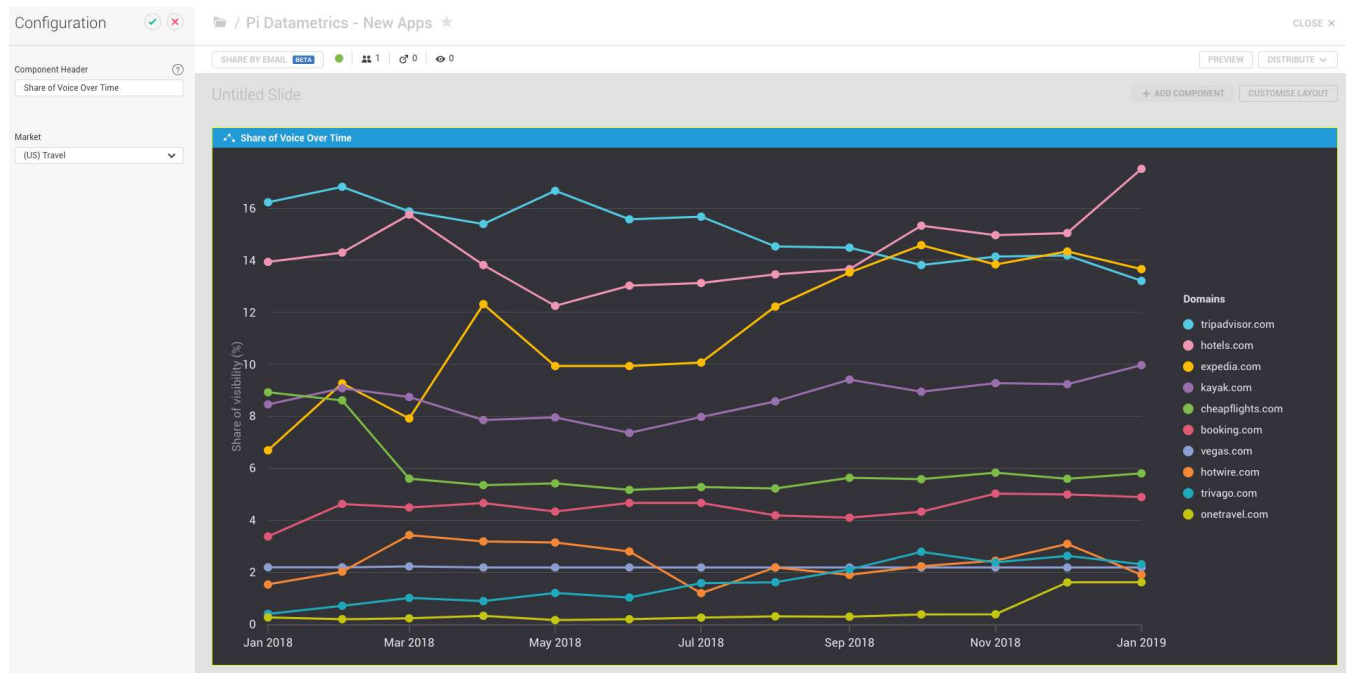UK/ US Fashion

UK/ US Fashion

UK/ US Finance

UK/ US Finance

UK/ US Retail

UK/ US Retail

UK/ US Travel

UK/ US Beauty

6. Trended Search Volume

Displays the search volume of an industry over time. Can be broken down the popular search terms in the industry.

1. Choose the component from the picker

2. Choose the industry you would like to visualize.
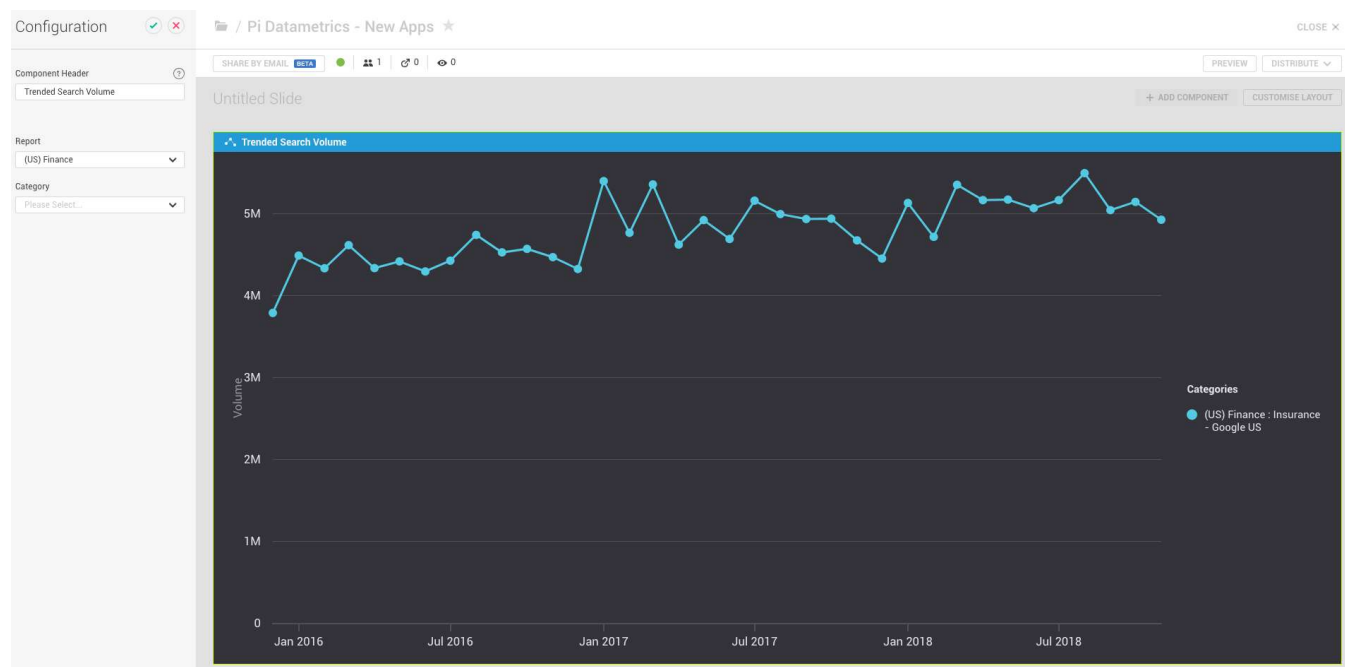
UK/ US Fashion

UK/ US Fashion
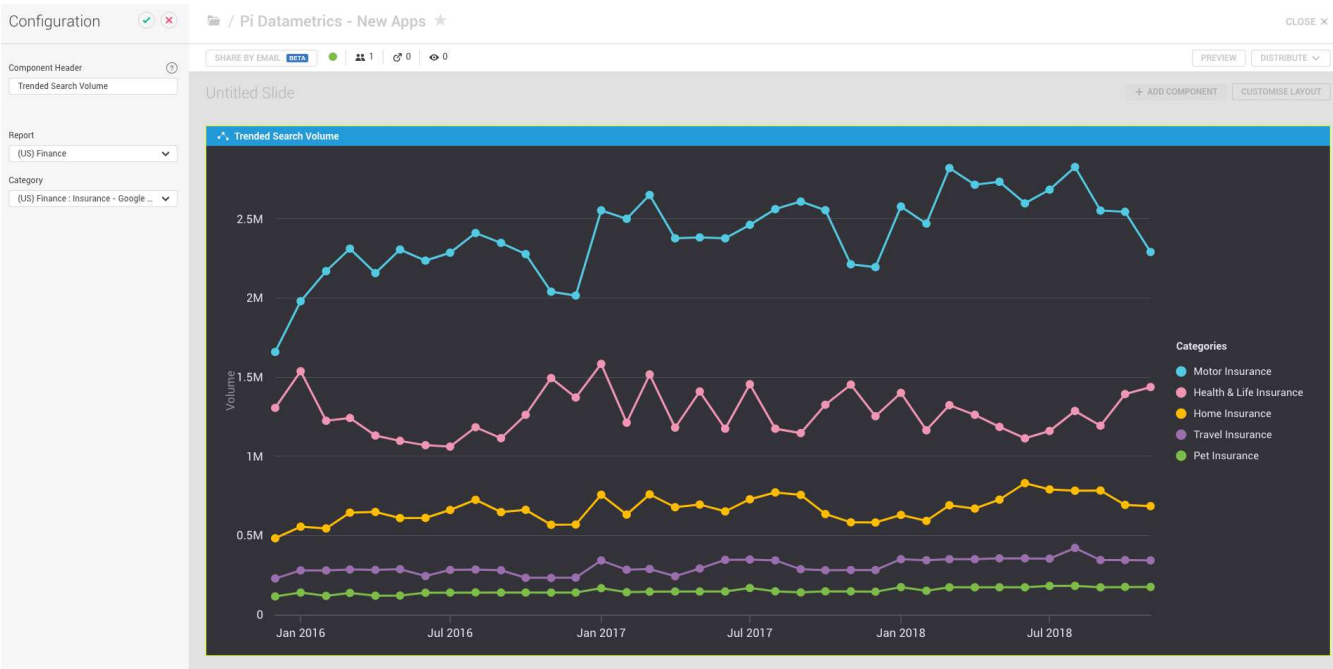
UK/ US Fashion

UK/ US Finance

UK/ US Finance

UK/ US Retail

UK/ US Retail

UK/ US Travel

3. Depending on the industry chosen you will be able to break this search volume data down by the categories within that industry.

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