Package 'rvkstat'

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Type Package

Title R Interface to API 'vk.com'

Version 3.0.1

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Description Load data from vk.com api about your communiti users and views,
ads performance, post on user wall and etc. For more information
see API Documentation <https://vk.com/dev/first_guide>.

License GPL-2

Depends R (>= 3.5.0)

Imports dplyr (>= 1.0.0), tidyr (>= 1.0.0), jsonlite, httr, stringr,
lgr

Language ru

Encoding UTF-8

BugReports https://github.com/selesnow/rvkstat/issues

URL https://selesnow.github.io/rvkstat/

NeedsCompilation no

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R topics documented:

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rvkstat-package   *R Interface to API 'vk.com'*

Description

Load data from vk.com api about your communiti users and views, ads performance, post on user
wall and etc. For more information see API Documentation <https://vk.com/dev/first_guide>.

Details

The DESCRIPTION file:

Package:	rvkstat
Type:	Package
Title:	R Interface to API 'vk.com'
Version:	3.0.1
Date:	2021-04-07
Author:	Alexey Seleznev
Maintainer:	Alexey Seleznev <selesnow@gmail.com>
Description:	Load data from vk.com api about your communiti users and views, ads performance, post on user wall and etc.
License:	GPL-2

Depends: R (>= 3.5.0)
Imports: dplyr (>= 1.0.0), tidyr (>= 1.0.0), jsonlite, httr, stringr, lgr
Language: ru
Encoding: UTF-8
BugReports: https://github.com/selesnow/rvkstat/issues
URL: https://selesnow.github.io/rvkstat/

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vkSetters             Set rvkstat options
```

Author(s)

Alexey Seleznev

Maintainer: Alexey Seleznev <selesnow@gmail.com>

---

vkAuth   *Authorization in 'Vkontakte'*

Description

Allows you to get a token to access the API using the scheme Authorization Code Flow - https://vk.com/dev/authcode_flow_us

Usage

```
vkAuth(
    username    = getOption("rvkstat.username"),
    app_id      = getOption("rvkstat.app_id"),
    app_secret  = getOption("rvkstat.app_secret"),
    api_version = getOption("rvkstat.api_version"),
    token_path  = vkTokenPath(),
    reauth      = FALSE,
    skip_option = FALSE
    )
```

Arguments

username	Your vkontakte login.
app_id	Application ID, you can find it on the application settings page.
app_secret	Secure application key, you can find it on the application settings page.
api_version	API version.
token_path	Path to dir with credentials
reauth	boolean, do reauthorization if TRUE
skip_option	boolean, skip access token from options and environ variables if TRUE.

Value

The list of credentials to work with the API Vkontakte

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## Auth in VK
vkAuth(
    username = 'your_login'
)

## End(Not run)
```

---

vkGetAdAccounts   *List of Advertising Account*

Description

Returns a list of available advertising spaces.

Usage

```
vkGetAdAccounts(
  username     = getOption("rvkstat.username"),
  api_version  = getOption("rvkstat.api_version"),
  token_path   = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with a list of advertising offices and their parameters with the following values:

account_id	ID of the advertising account.
account_type	Type of advertising office.
account_status	The status of the advertising office. (1 - active, 0 - inactive)
access_role	User privileges in the advertising office.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getAccounts: https://vk.com/dev/ads.getAccounts

Examples

```
## Not run:
my_vk_acc <- vkGetAdAccounts()

## End(Not run)
```

---

vkGetAdAgeStats   *Statistics on Audience Coverage by Age.*

Description

Returns statistics on the reach of advertising campaigns and ads by age.

Usage

```
vkGetAdAgeStats(
    account_id   = getOption("rvkstat.account_id"),
    ids_type     = "campaign",
    ids,
    period       = c("day", "month", "overall"),
    date_from    = Sys.Date() - 30,
    date_to      = Sys.Date(),
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested that are listed in the ids parameter. Valid values "ad" - are ads, "campaigns" - are campaigns.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The way data is grouped by date is day-by-day statistics, month is month-by-month statistics, overall is all-time statistics. Time limits are specified in the date_from and date_to arguments.
date_from	The start date of the displayed statistics in the format YYYY-MM-DD.
date_to	End date of the displayed statistics in the format YYYY-MM-DD.

username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

id	id of the object from the ids argument.
day	(if the period is equal to day) day in the format YYYY-MM-DD.
month	(if period is equal to month) - day in the format YYYY-MM.
day_from	(if period is overall) the start date of the reporting period.
day_to	(if period is overall) end date of the reporting period.
type	object type from the ids_type parameter.
age	age.
impressions_rate	
	part of the audience that viewed the ad, from 0 to 1.
clicks_rate	(the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getDemographics: https://vk.com/dev/ads.getDemographics

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")

# 1.Get a static message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)

## 1.2. We get statistics on advertising campaigns
vk_ad_age_stat_day <- vkGetAdAgeStats(account_id = 1,
                                      ids_type = "campaign",
                                      ids = camp$id ,
                                      period = "day",
                                      date_from = "2010-01-01",
                                      date_to = "2017-09-10")
```

```
# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)

## 2.2. Get ad statistics
vk_ad_age_stat_month <- vkGetAdAgeStats(account_id = 1,
                                        ids_type = "ad",
                                        ids = ads$id ,
                                        period = "month",
                                        date_from = "2010-01-01",
                                        date_to = "2017-09-10")


# 3.Get a static message on reaching the audience for advertising campaigns
# without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)

## 3.2. We get statistics on advertising campaigns
vk_ad_age_stat_total <- vkGetAdAgeStats(account_id = 1,
                                        ids_type = "campaign",
                                        ids = camp$id ,
                                        period = "overall",
                                        date_from = "2010-01-01",
                                        date_to = "2017-09-10")


## End(Not run)
```

---

vkGetAdBudget   *Budget of Advertising Cabinet 'Vkontakte'.*

Description

Returns the current balance of the advertising account Vkontakte.

Usage

```
vkGetAdBudget(
    account_id   = getOption("rvkstat.account_id"),
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id   Advertising account ID, a list of all available advertising accounts can be ob-
                  tained using the function vkGetAdAccounts.

username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getBudget: https://vk.com/dev/ads.getBudget

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2Pk8htyFD8024mZaPHm")

# Receive the rest of means from an advertising office
vk_budget <- vkGetAdBudget(account_id = 1,
                           access_token = my_tok$access_token)

## End(Not run)
```

---

vkGetAdCampaigns *Campaign list*

Description

Returns a list of available advertising campaigns from the advertising office Vkontakte.

Usage

```
vkGetAdCampaigns(
  account_id      = vkCurrentAdAccount(),
  client_id       = vkCurrentClientAccount(),
  include_deleted = TRUE,
  campaign_ids    = "null",
  username        = getOption("rvkstat.username"),
  api_version     = getOption("rvkstat.api_version"),
  token_path      = vkTokenPath(),
  access_token    = getOption("rvkstat.access_token")
)
```

Arguments

`account_id`	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
`client_id`	Client identifier from which advertisements are requested. Available and required for advertising agencies.
`include_deleted`	
	Boolean TRUE or FALSE, flag, specifying the need to display archived ads.
`campaign_ids`	Campaing ids.
`username`	Your vkontakte login.
`api_version`	Vkontakte API version.
`token_path`	Path to dir with credentials
`access_token`	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with a list of advertising offices and their parameters with the following values:

`id`	campaign ID.
`type`	campaign type.
`name`	campaign name.
`status`	campaign status.
`day_limit`	daily campaign limit in rubles.
`all_limit`	total campaign limit in rubles.
`start_time`	campaign start time.
`stop_time`	campaign stop time.
`create_time`	campaign creation time.
`update_time`	the last time the campaign was modified.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getCampaigns: https://vk.com/dev/ads.getCampaigns

Examples

```
## Not run:
## get campaing list
my_vk_camp <- vkGetAdCampaigns(account_id = 1)

## End(Not run)
```

---

vkGetAdCategories *List of Possible Subjects of Advertisements*

Description

Returns a table with all possible topics and their subsections of the topics of advertisements from 'Vkontakte'

Usage

```
vkGetAdCategories(
  version      = c("v1", "v2"),
  username     = getOption("rvkstat.username"),
  api_version  = getOption("rvkstat.api_version"),
  token_path   = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

version	Dictionary version, v1 include deprecated themes, v2 exclude deprecated themes.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with the following values:

id	subject identifier.
name	subject name.
subcategories_id	identifier of the subsection.
ubcategories_name	subsection name.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getCategories: https://vk.com/dev/ads.getCategories

Examples

```
## Not run:
# list of subjects
vk_ad_categories <- vkGetAdCategories()

## End(Not run)
```

---

vkGetAdCityStats   *Statistics on Audience Coverage in The Context of Cities.*

Description

Returns statistics on audience reach by advertising campaign and ads by city.

Usage

```
vkGetAdCityStats(
    account_id   = vkCurrentAdAccount(),
    ids_type     = c("campaign", "ad"),
    ids          = NULL,
    period       = c("day", "month", "overall"),
    date_from    = Sys.Date() - 30,
    date_to      = Sys.Date(),
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested, which are listed in the ids parameter. Valid ad values are ads, campaigns are campaigns.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with the following values:

id	id of the object from the ids argument.
day	(if the period is equal to day) day in the format YYYY-MM-DD.
month	(if period is equal to month) - day in the format YYYY-MM.
day_from	(if period is overall) the start date of the reporting period.
day_to	(if period is overall) the finish date of the reporting period.
type	the type of the object from the ids_type parameter.
city_id	city id or other for other cities.
city_name	city name.
impressions_rate	
	part of the audience that viewed the ad, from 0 to 1.
clicks_rate	(the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getDemographics: https://vk.com/dev/ads.getDemographics

Examples

```
## Not run:

# 1.Get a static report on audience coverage in the context
# of cities by advertising campaigns by day
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 1.2. We get statistics on advertising campaigns
vk_ad_city_stat_day <- vkGetAdCityStats(account_id = 1,
                                        ids_type = "campaign",
                                        ids = camp$id ,
                                        period = "day",
                                        date_from = "2010-01-01",
                                        date_to = "2017-09-10")


# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)
## 2.2. Get ad statistics
vk_ad_city_stat_month <- vkGetAdCityStats(account_id = 1,
                                          ids_type = "ad",
                                          ids = ads$id ,
                                          period = "month",
```

```
                                            date_from = "2010-01-01",
                                            date_to = "2017-09-10")


# 3.Receive a static report on audience coverage in the context
# of cities by advertising campaigns without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
##3.2. Get statistics on advertising campaigns
vk_ad_city_stat_total <- vkGetAdCityStats(account_id = 1,
                                          ids_type = "campaign",
                                          ids = camp$id ,
                                          period = "overall",
                                          date_from = "2010-01-01",
                                          date_to = "2017-09-10")


## End(Not run)
```

---

vkGetAdClients   *Client list.*

Description

Returns a list of advertising agency clients.

Usage

```
vkGetAdClients(
  account_id   = getOption("rvkstat.agency_id"),
  username     = getOption("rvkstat.username"),
  api_version  = getOption("rvkstat.api_version"),
  token_path   = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

`id`	client id.
`name`	customer name.
`day_limit`	client's daily limit in rubles.
`all_limit`	total customer limit in rubles.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getClients: https://vk.com/dev/ads.getClients

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2Pk8htyFD8024mZaPHm")

## We get a list of clients from the agent account
vk_clients <- vkGetAdClients(account_id = 1,
                             access_token = my_tok$access_token)


## End(Not run)
```

---

vkGetAdGenderAgeStats   *Statistics on Audience Coverage by Age and Gender.*

Description

Returns statistics on the reach of advertising campaigns and ads by age and sex.

Usage

```
vkGetAdGenderAgeStats(
    account_id   = vkCurrentAdAccount(),
    ids_type     = c("campaign", "ad"),
    ids          = NULL,
    period       = c("day", "month", "overall"),
    date_from    = Sys.Date() - 30,
    date_to      = Sys.Date(),
    username     = getOption("rvkstat.username"),
```

```
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. id   id of the object from the ids argument.

2. day   (if the period is equal to day) day in the format YYYY-MM-DD.

3. month   (if period is equal to month) - day in the format YYYY-MM.

4. day_from   (if period is overall) the start date of the reporting period.

5. day_to   (if period is overall) end date of the reporting period.

6. type   object type from the ids_type parameter.

7. gender   gender.

8. age   age.

9. impressions_rate

                        part of the audience that viewed the ad, from 0 to 1.

10. clicks_rate

                        (the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getStatistics: https://vk.com/dev/ads.getStatistics

Examples

```
## Not run:
# 1.Get a static message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 1.2. We get statistics on advertising campaigns
vk_ad_gender_age_stat_day <- vkGetAdGenderAgeStats(account_id = 1,
                                                   ids_type = "campaign",
                                                   ids = camp$id ,
                                                   period = "day",
                                                   date_from = "2010-01-01",
                                                   date_to = "2017-09-10")


# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)
## 2.2. Get ad statistics
vk_ad_gender_age_stat_month <- vkGetAdGenderAgeStats(account_id = 1,
                                                     ids_type = "ad",
                                                     ids = ads$id ,
                                                     period = "month",
                                                     date_from = "2010-01-01",
                                                     date_to = "2017-09-10")


# 3.Get a static message on reaching the audience
# for advertising campaigns without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 3.2. We get statistics on advertising campaigns
vk_ad_gender_age_stat_total <- vkGetAdGenderAgeStats(account_id = 1,
                                                     ids_type = "campaign",
                                                     ids = camp$id ,
                                                     period = "overall",
                                                     date_from = "2010-01-01",
                                                     date_to = "2017-09-10")


## End(Not run)
```

---

vkGetAdGenderStats *Statistics on Audience Coverage by Gender.*

Description

Returns audience coverage statistics for advertising campaigns and ads by gender.

Usage

```
vkGetAdGenderStats(
    account_id   = vkCurrentAdAccount(),
    ids_type     = c("campaign", "ad"),
    ids          = NULL,
    period       = c("day", "month", "overall"),
    date_from    = Sys.Date() - 30,
    date_to      = Sys.Date(),
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. id   id of the object from the ids argument.
2. day   (if the period is equal to day) day in the format YYYY-MM-DD.
3. month   (if period is equal to month) - day in the format YYYY-MM.
4. day_from   (if period is overall) the start date of the reporting period.
5. day_to   (if period is overall) end date of the reporting period.

6. type   object type from the ids_type parameter.

7. gender   gender, f - female, m - male.

8. impressions_rate

        part of the audience that viewed the ad, from 0 to 1.

9. clicks_rate   (the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getStatistics: https://vk.com/dev/ads.getStatistics

Examples

```
## Not run:
# 1.Get a stat message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 1.2. We get statistics on advertising campaigns
vk_ad_gender_stat_day <- vkGetAdGenderStats(account_id = 1,
                                            ids_type = "campaign",
                                            ids = camp$id ,
                                            period = "day",
                                            date_from = "2010-01-01",
                                            date_to = "2017-09-10")


# 2.Receive a stat message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)
## 2.2. Get ad statistics
vk_ad_gender_stat_month <- vkGetAdGenderStats(account_id = 1,
                                              ids_type = "ad",
                                              ids = ads$id ,
                                              period = "month",
                                              date_from = "2010-01-01",
                                              date_to = "2017-09-10")


# 3.Get a stat message on reaching the audience for
# advertising campaigns without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = )
## 3.2. We get statistics on advertising campaigns
vk_ad_gender_stat_total <- vkGetAdGenderStats(account_id = 1,
                                              ids_type = "campaign",
                                              ids = camp$id ,
                                              period = "overall",
```

```
                                            date_from = "2010-01-01",
                                            date_to = "2017-09-10")


   ## End(Not run)
```

---

vkGetAdPostsReach   *Statistics on The Coverage of Advertising Entries 'Vkontakte'.*

Description

Returns detailed statistics on the reach of advertisements from ads and campaigns to promote community entries.

Usage

```
vkGetAdPostsReach(
    account_id   = vkCurrentAdAccount(),
    ids_type     = "campaign",
    ids          = NULL,
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested, which are listed in the ids parameter. Valid ad values are ads, campaigns are campaigns.
ids	Vector of id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Details

Campaign statistics are only available for campaigns created since December 20, 2016. The video_views_start, video_views_3s, video_views_25p, video_views_50p, video_views_75p, video_views_100p fields with video statistics data are returned only for ads or campaigns from videos created after January 26, 2017.

Value

Date frame with community statistics with the following values:

1. `id`   object ID from the ids parameter.
2. `reach_subscribers`
                     reach subscribers.
3. `reach_total`   total coverage.
4. `links`   follow the link.
5. `to_group`   transitions to the community.
6. `join_group`   entry into the community.
7. `report`   number of complaints about the record.
8. `hide`   number of entries hidden.
9. `unsubscribe`   number of unsubscribe members.
10. `video_views_start`
                     number of starts to watch a video.
11. `video_views_3s`
                     number of video inspections up to 3 seconds.
12. `video_views_25p`
                     number of video inspections up to 25 percent.
13. `video_views_50p`
                     number of video inspections up to 50 percent.
14. `video_views_75p`
                     number of video inspections up to 75 percent.
15. `video_views_100p`
                     The number of video inspections is up to 100 percent.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getPostsReach: https://vk.com/dev/ads.getPostsReach

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")

## camp list
camp <- vkGetAdCampaigns(account_id = 1,
                         access_token = my_tok$access_token)

## Get statistics on advertising campaigns
post_reach <- vkGetAdPostsReach(account_id = 1600134264,
                                ids_type = "campaign",
```

```
                          ids = camp$id,
                          access_token = my_tok$access_token)


## End(Not run)
```

---

vkGetAds   *List of Ads From 'Vkontakte'.*

Description

Provide to get a list of advertisements from the advertising office 'Vkontakte'.

Usage

```
vkGetAds(
    account_id      = vkCurrentAdAccount(),
    client_id       = vkCurrentClientAccount(),
    include_deleted = TRUE,
    only_deleted    = FALSE,
    campaign_ids    = "null",
    ad_ids          = "null",
    status_names    = TRUE,
    username        = getOption("rvkstat.username"),
    api_version     = getOption("rvkstat.api_version"),
    token_path      = vkTokenPath(),
    access_token    = getOption("rvkstat.access_token")
)
```

Arguments

account_id   The ID of the advertising account, a list of all available advertising offices can
                be obtained using the function vkGetAdAccounts.

client_id   Client identifier from which advertisements are requested. Available and re-
                quired for advertising agencies.

include_deleted
                Boolean TRUE or FALSE, flag, specifying the need to display archived ads.

only_deleted   Boolean TRUE or FALSE, flag, get only deleted ads.

campaign_ids   Numeric vector, filter by advertising campaigns.

ad_ids   Numeric vector, ad filter.

status_names   If TRUE you get status names, in FALSE status Ids.

username   Your vkontakte login.

api_version   Vkontakte API version.

token_path   Path to dir with credentials

access_token   API access tokens obtained using vkAuth or vkGetToken functions

Details

If campaign_ids and ad_ids filters are enabled at the same time, the following ads will be displayed:
1. If the ad id is specified in ad_ids, then it is displayed. 2. If the ad belongs to an advertising campaign whose id is specified in campaign_ids, then it is displayed. 3. If there is an ad with the id specified in ad_ids and it belongs to a campaign whose id is specified in campaign_ids, then this ad campaign is ignored, i.e. for her, rule 2 does not work.

No more than 2000 ads are output from no more than 2000 campaigns.

Value

Date frame with the following values:

id   ad id.

campaign_id   campaign id.

name   name of the announcement.

status   ad status.

ad_format   ad format.

approved   ad moderation status.

all_limit   total ad limit in rubles. 0 - no limit is set.

create_time   date and time of ad creation.

9. update_time the date and time of the last ad change.

10. age_restriction

                label about ad age limit.

11. category1_id

                ID of the subject or subsection of the subject of the announcement, a list of
                topics can be obtained using the function vkGetAdCategories.

12. category2_id

                Subject ID or sub topic of the ad. Additional topics, a list of topics can be
                obtained using the function vkGetAdCategories.

13. cost_type   type of payment.

14. cpc   price per switch in kopecks.

15. cpm   price per 1000 impressions in kopecks.

16. impressions_limit

                limit the number of times this ad is shown per user.

17. impressions_limited

                a sign that the number of ad impressions per user is limited.

18. ad_platform

                advertising platforms where the ad will be displayed. (if ad_format is 1, 0 -
                VKontakte and partner sites, 1 - only VKontakte, (if ad_format is 9) all - all
                sites, desktop - full version of the site, mobile - mobile site and applications.)

19. video   1 - the ad is a video ad.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getAds: https://vk.com/dev/ads.getAds

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,app_secret = "H2Pk8htyFD8024mZaPHm")
# ads list
my_vk_ads <- vkGetAds(account_id = 11111111,
                      access_token = my_tok$access_token)

## End(Not run)
```

---

vkGetAdsLayout   *Appearance of Advertisements.*

Description

Allows you to get a list of advertisements and a description of their appearance from the advertising office 'Vkontakte'.

Usage

```
vkGetAdsLayout(
    account_id      = vkCurrentAdAccount(),
    client_id       = vkCurrentClientAccount(),
    include_deleted = TRUE,
    only_deleted    = FALSE,
    campaign_ids    = "null",
    ad_ids          = "null",
    status_names    = TRUE,
    username        = getOption("rvkstat.username"),
    api_version     = getOption("rvkstat.api_version"),
    token_path      = vkTokenPath(),
    access_token    = getOption("rvkstat.access_token")
)
```

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
client_id	Client identifier from which advertisements are requested. Available and required for advertising agencies.
include_deleted	
	Boolean TRUE or FALSE, flag, specifying whether to display archived ads.
only_deleted	Boolean TRUE or FALSE, flag, get only deleted ads.

`campaign_ids`	Numeric vector, filter by advertising campaigns.
`ad_ids`	Numeric vector, ad filter.
`status_names`	Numeric vector, filter by advertising campaigns.
`username`	Your vkontakte login.
`api_version`	Vkontakte API version.
`token_path`	Path to dir with credentials
`access_token`	API access tokens obtained using vkAuth or vkGetToken functions

Details

If campaign_ids and ad_ids filters are enabled at the same time, the following ads will be displayed: 1. If the ad id is specified in ad_ids, then it is displayed. 2. If the ad belongs to an advertising campaign whose id is specified in campaign_ids, then it is displayed. 3. If there is an ad with the id specified in ad_ids and it belongs to a campaign whose id is specified in campaign_ids, then this ad campaign is ignored, i.e. for her, rule 2 does not work.

No more than 2000 ads are output from no more than 2000 campaigns.

The function is based on the API method ads.getAdsLayout, you can find out all the details of its work at https://vk.com/dev/ads.getAdsLayout.

Value

Data frame with next values:

1.	`id`	ad id.
2.	`campaign_id`	campaign id.
3.	`ad_format`	ad format.
4.	`cost_type`	type of payment.
5.	`video`	1 - the ad is a video ad.
6.	`title`	ad title.
7.	`description`	description of the advertisement.
8.	`link_url`	link to the advertised object.
9.	`link_domain`	domain of the advertised site..
10.	`preview_link`	
		link by clicking on which you can view the advertisement as it looks on the site. The link is available for 30 minutes after the vkGetAdsLayout function.
11.	`image_src`	ad image url.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getAdsLayout: https://vk.com/dev/ads.getAdsLayout

Examples

```
## Not run:
# get Ads Layouts
my_vk_ads <- vkGetAdsLayout(account_id = 11111111)

## End(Not run)
```

---

vkGetAdStatistics   *Statistics of advertising in 'VKontakte'.*

Description

returns performance statistics for advertisements, campaigns, customers, or the entire account.

Usage

```
vkGetAdStatistics(
    account_id   = vkCurrentAdAccount(),
    ids_type     = c("office", "client", "campaign", "ad"),
    ids,
    period       = c("day", "week", "month", "year", "overall"),
    date_from    = Sys.Date() - 30,
    date_to      = Sys.Date(),
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with advertising statistics with the following values:

1. `id`   id of the object from the ids argument.

2. `day`   (if the period is equal to day) day in the format YYYY-MM-DD.

3. `month`   (if period is equal to month) - day in the format YYYY-MM.

4. `day_from`   (if period is overall) the start date of the reporting period.

5. `day_to`   (if period is overall) end date of the reporting period.

6. `type`   object type from the ids_type parameter.

7. `spent`   money spent.

8. `impressions`   number of views.

9. `clicks`   number of unique visitors.

10. `reach`   (if ids_type is ad or campaign and period is equal to day or month) - coverage.

11. `video_views`

                        (if ids_type is ad) - video views (for video ads).

12. `video_views_half`

                        (if ids_type is ad) - half the video views (for video ads)

13. `video_views_full`

                        (if ids_type is ad) - views of the whole video (for video ads).

14. `video_clicks_site`

                        (if ids_type is equal to ad) - transitions to the advertiser's website from video
                        ads (for video ads).

15. `join_rate`   (if ids_type is ad or campaign) - group membership, event, subscriptions to a
                        public page or application settings (only if the ad contains a direct link to the
                        corresponding VK page).

16. `lead_form_sends`

                        ount of sended lead forms from your ads.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getStatistics: https://vk.com/dev/ads.getStatistics

Examples

```
## Not run:
# 1.Get a static message on advertising
# campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)
## 1.2. We get statistics on advertising campaigns
vk_stat_by_campaign <- vkGetAdStatistics(account_id = 1,
```

```
                                               ids_type = "campaign",
                                               ids = camp$id ,
                                               period = "day",
                                               date_from = "2010-01-01",
                                               date_to = "2017-09-10")


# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)
## 2.2. Get ad statistics
vk_stat_by_ads <- vkGetAdStatistics(account_id = 1,
                                    ids_type = "ad",
                                    ids = ads$id ,
                                    period = "month",
                                    date_from = "2010-01-01",
                                    date_to = "2017-09-10")


# 3.Receive the general static of the advertising cabinet, in this example
# it is assumed that the id of the advertising cabinet is 1
vk_stat_by_account <- vkGetAdStatistics(account_id = 1,
                                        ids_type = "office",
                                        ids = 1,
                                        period = "overall",
                                        date_from = "2010-01-01",
                                        date_to = "2017-09-10")


## End(Not run)
```

---

vkGetDbCities   *City Dictionary.*

Description

Returns a list of cities and countries.

Usage

```
vkGetDbCities(
    country_id,
    region_id    = NULL,
    q            = NULL,
    need_all     = TRUE,
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

country_id	country identifier obtained using the vkGetDbCountries function.
region_id	identifier of the region whose city you want to receive. (this parameter is optional.
q	search query string. For example, "Saint". The maximum string length is 15 characters.
need_all	Boolean TRUE or FALSE, flag — return a list of all countries.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Details

the q parameter is not specified, then a list of the largest cities in the given country will be returned. If the q parameter is specified, a list of cities that are relevant to the search query will be returned.

Value

Date frame with community statistics with the following values:

cid	country id.
title	country name.
important	mark key cities for the current user.
area	area.
region	region.

Author(s)

Alexey Seleznev

References

Documentation for API method database.getCities: https://vk.com/dev/database.getCities

Examples

```
## Not run:
## Get a list of cities for Ukraine, because Ukraine id = 2
vk_cities <- vkGetDbCities(country_id = 2)

## Get the list of cities for the search query "St."
vk_cities_search <- vkGetDbCities(country_id = 1,
                                  q = "St.")



## End(Not run)
```

---

vkGetDbCountries   *Country Dictionary.*

Description

Get list of countries.

Usage

```
vkGetDbCountries(
    need_all     = TRUE,
    code         = NULL,
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

need_all	Boolean TRUE or FALSE, flag — return a list of all countries.
code	Text vector, two-letter codes of countries in ISO 3166-1 alpha-2, for which you need to give information. Example c ("RU", "UA", "BY"), a list of all codes can be viewed at the link - https://vk.com/dev/country_codes.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Details

If the need_all and code parameters are not specified, then a short list of countries located closest to the current user's country is returned. If the need_all parameter is specified, a list of all countries will be returned. If the code parameter is specified, only countries with the listed ISO 3166-1 alpha-2 codes will be returned. A list of all country codes can be obtained at the link - https://vk.com/dev/country_codes

Value

Date frame with community statistics with the following values:

1.	cid	country id.
2.	title	country name.

Author(s)

Alexey Seleznev

References

Documentation for API method database.getCountries: https://vk.com/dev/database.getCountries

Examples

```
## Not run:
## get dictionary
vk_countries <- vkGetDbCountries(need_all = T,
                                 code = c("RU","UA","BY"))


## End(Not run)
```

---

vkGetDbRegions   *Regions list.*

Description

Get regions dictionary.

Usage

```
vkGetDbRegions(
    country_id,
    q = NULL,
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

country_id	country identifier obtained using the vkGetDbCountries function.
q	search query string. For example, Len. The maximum string length is 15 characters.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Details

If the q parameter is not specified, then a list of all regions in the given country will be returned. If the q parameter is specified, a list of regions that are relevant to the search query will be returned.

Value

Data frame contains community statistics with the following values:

1. `region_id`   region identifier.
2. `title`   name of the region.

Author(s)

Alexey Seleznev

References

Documentation for API method database.getRegions: https://vk.com/dev/database.getRegions

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2Pk8htyFD8024mZaPHm")

## Get a list of regions for Ukraine, because Ukraine id = 2
vk_regions  <- vkGetDbRegions(country_id = 2,
                              access_token = my_tok$access_token)

##get a list of cities of Ukraine on request "Ode"
vk_regions_search  <- vkGetDbRegions(country_id = 2,
                                     q = "Ode",
                                     access_token = my_tok$access_token)



## End(Not run)
```

---

vkGetGroupStat   *Statistics on visiting the community in 'Vkontakte'.*

Description

Load data from the 'Vkontakte' communities by the number of views, subscriptions, replies and community visitors by date.

Usage

```
vkGetGroupStat(
    date_from    = Sys.Date() - 7,
    date_to      = Sys.Date(),
    group_id     = NULL,
```

```
    interval      = "day",
    intervals_count = NULL,
    filters       = NULL,
    stats_groups = c("visitors", "reach", "activity"),
    username      = getOption("rvkstat.username"),
    api_version   = getOption("rvkstat.api_version"),
    token_path    = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
interval	Time intervals. Possible values: day, week, month, year, all.
intervals_count	
	Number of time intervals.
filters	A list of words separated by commas
stats_groups	Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. day   date for which statistics is given.

2. views   number of views.

3. visitors   number of unique visitors.

4. total_reach   full coverage.

5. subscribers_reach

                  subscribers reach.

6. subscribed   number of new subscribers.

7. unsubscribed

                  number of unsubscribed.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```
## Not run:
## Getting community statistics
communityData <- vkGetGroupStat(date_from = "2021-01-01",
                                date_to = "2021-01-12",
                                group_id = 1)

## End(Not run)
```

---

vkGetGroupStatAge   *Community Statistics by User Age Bucket*

Description

Load data about community visitors by age group (12-18, 18-21, 21-24, 24-27, 27-30, 30-35, 35-45, 45-100) on dates.

Usage

```
vkGetGroupStatAge(
    date_from    = Sys.Date() - 7,
    date_to      = Sys.Date(),
    group_id     = NULL,
    interval     = "day",
    intervals_count = NULL,
    filters      = NULL,
    stats_groups = c("visitors", "reach", "activity"),
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
interval	Time intervals. Possible values: day, week, month, year, all.
intervals_count	
	Number of time intervals.
filters	A list of words separated by commas

stats_groups	Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with statistics on community visitors with the following values:

1. Date   the date for which statistics are given.

2. Visitors   number of unique visitors.

3. AgeGroup   age interval.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,app_secret = "H2Pk8htyFD8024mZaPHm")

## Get statistics on age groups of visitors
communityDataAge <- vkGetGroupStatAge(date_from = "2016-01-01",
                                      date_to = "2016-04-01",
                                      group_id = 1,
                                      access_token = my_tok$access_token)

## End(Not run)
```

---

vkGetGroupStatCity   *Statistics of the Vkontakte community visitors by cities.*

Description

The function vkGetGroupStatCity allows you to get data about the city of community visitors by date.

Usage

```
vkGetGroupStatCity(
  date_from     = Sys.Date() - 7,
  date_to       = Sys.Date(),
  group_id      = NULL,
  interval      = "day",
  intervals_count = NULL,
  filters       = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username      = getOption("rvkstat.username"),
  api_version   = getOption("rvkstat.api_version"),
  token_path    = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
interval	Time intervals. Possible values: day, week, month, year, all.
intervals_count	
	Number of time intervals.
filters	A list of words separated by commas
stats_groups	Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with statistics on community visitors with the following values:

Date	date for which statistics is given.
Visitors	number of unique visitors.
CityID	city identifier or "other" for the "other cities" section.
CityName	city name.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```
## Not run:
## load statistic
communityDataCity <- vkGetGroupStatCity(
                        date_from = "2016-01-01",
                        date_to = "2016-04-01",
                        group_id = 1)

## End(Not run)
```

---

vkGetGroupStatCountries

Statistics of The Vkontakte Community Visitors By Country.

Description

Allows you to get data about the city of community visitors by date.

Usage

```
vkGetGroupStatCountries(
    date_from      = Sys.Date() - 7,
    date_to        = Sys.Date(),
    group_id       = NULL,
    interval       = "day",
    intervals_count = NULL,
    filters        = NULL,
    stats_groups = c("visitors", "reach", "activity"),
    username       = getOption("rvkstat.username"),
    api_version    = getOption("rvkstat.api_version"),
    token_path     = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
interval	Time intervals. Possible values: day, week, month, year, all.
intervals_count	
	Number of time intervals.

filters	A list of words separated by commas
stats_groups	Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with statistics on community visitors with the following values:

Date	date for which statistics is given.
Visitors	number of unique visitors.
CountryID	country identifier
CountryCode	two-letter country code (for example, "RU").
CountryName	country name.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```
## Not run:
## auth
## load data
communityDataCountry <- vkGetGroupStatCountries(
                          date_from = "2016-01-01",
                          date_to = "2016-04-01",
                          group_id = 1)

## End(Not run)
```

vkGetGroupStatGender *Loading data by gender of the community visitors*

Description

Allows you to download data on the gender of community visitors by date.

Usage

```
vkGetGroupStatGender(
  date_from     = Sys.Date() - 7,
  date_to       = Sys.Date(),
  group_id      = NULL,
  interval      = "day",
  intervals_count = NULL,
  filters       = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username      = getOption("rvkstat.username"),
  api_version   = getOption("rvkstat.api_version"),
  token_path    = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
interval	Time intervals. Possible values: day, week, month, year, all.
intervals_count	
	Number of time intervals.
filters	A list of words separated by commas
stats_groups	Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with statistics on community visitors with the following values:

1. Date   the date for which statistics are given.
2. Visitors   number of unique visitors.
3. Gender   gender ("m" is male, "f" is female).

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,app_secret = "H2Pk8htyFD8024mZaPHm")

## load data about users by gender
communityDataGender <- vkGetGroupStatGender(
                               date_from = "2016-01-01",
                               date_to = "2016-04-01",
                               group_id = 1,
                               access_token = my_tok$access_token)

## End(Not run)
```

---

vkGetGroupStatGenderAge

Statistics on Age Groups And Gender of The 'VKontakte' Community.

Description

Provide to load to download statistics on the sex and age group of community visitors by date.

Usage

```
vkGetGroupStatGenderAge(
  date_from     = Sys.Date() - 7,
  date_to       = Sys.Date(),
  group_id      = NULL,
  interval      = "day",
  intervals_count = NULL,
  filters       = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username      = getOption("rvkstat.username"),
  api_version   = getOption("rvkstat.api_version"),
  token_path    = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

`date_from`	The starting date of the displayed statistics in the format YYYY-MM-DD.
`date_to`	The end date of the displayed statistics in the format YYYY-MM-DD.
`group_id`	Community ID.
`interval`	Time intervals. Possible values: day, week, month, year, all.
`intervals_count`	
	Number of time intervals.
`filters`	A list of words separated by commas
`stats_groups`	Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
`username`	Your vkontakte login.
`api_version`	Vkontakte API version.
`token_path`	Path to dir with credentials
`access_token`	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with statistics on community visitors with the following values:

1. `Date`   the date for which statistics are given.

2. `Visitors`   number of unique visitors.

3. `Gender`   gender ("m" is male, "f" is female).

4. `AgeGroup`   age interval.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```
## Not run:
## Loading data by users by gender and age group
communityDataGenderAge <- vkGetGroupStatGenderAge(
                        date_from = "2016-01-01",
                        date_to = "2016-04-01",
                        group_id = 1,
                        access_token = my_tok$access_token)


## End(Not run)
```

vkGetGroupStatPostReach

Statistics of Posts on The Community Wall.

Description

Returns statistics for writing to the wall.

Usage

```
vkGetGroupStatPostReach(
    owner_id,
    post_ids,
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

owner_id	community ID - the owner of the entry. Indicated with a minus sign.
post_ids	vector containing record identifiers, please note - statistics data are available only for the 300 latest (most recent) posts on the community wall.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Details

Statistics records are currently available only to communities with the number of participants from 5000 and above, as well as official communities.

Please note - statistics data are available only for the latest 300 (most recent) posts on the community wall. Common errors may occur during execution. Their description is on a separate page - https://vk.com/dev/errors.

Value

Date frame with the following values:

1. reach_viral   viral coverage (if recording was promoted with targeted advertising)

2. reach_ads   advertising reach (if the record was promoted using targeted advertising).

3. reach_subscribers
              reach subscribers.

4. `reach_total`	total coverage.
5. `links`	follow the link.
6. `to_group`	transitions to the community.
7. `join_group`	entry into the community.
8. `report`	number of complaints about the record.
9. `hide`	number of entries hiding.
10. `unsubscribe`	
	number of unsubscribe members.
11. `post_id`	post id.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.getPostReach: https://vk.com/dev/stats.getPostReach

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2Pk8htyFD8024mZaPHm")

## Get the list of community messages
my_vk_wall  <- vkGetUserWall(user_id = -111111,
                             access_token = my_tok$access_token)

## Get sub-stats for the latest 300 community entries
post_reach <- vkGetGroupStatPostReach(owner_id = -2222222,
                                      post_ids = my_vk_wall$id,
                                      access_token = my_tok$access_token)

## End(Not run)
```

---

vkGetGroupToken   *Get the Access Key of Community 'Vkontakte'.*

Description

This key allows you to work with the API on behalf of a group, meeting or public page. For example, with its help you can respond to community subscribers to messages received in its address. With the community access key, you can call those methods that have a special mark in the general list (https://vk.com/dev/methods). The vkGetGroupToken function gets the community access key using the Implicit flow scheme (https://vk.com/dev/implicit_flow_group).

Usage

```
vkGetGroupToken(
    app_id = getOption("rvkstat.app_id"),
    group_ids = NULL
)
```

Arguments

app_id   The ID of your Vkontakte application, which is located in the "Application ID"
              field in the application settings.

group_ids   A vector containing the ID of the groups to which you want to get an access
              code.

Value

Object containing a group access token

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## Get vk api token, where 1 is the application ID,
## and 11,22,33 is the group ID.
myToken <- vkGetGroupToken(appId = 1,
                           group_ids = c(11,22,33))

## End(Not run)
```

---

vkGetToken   *Get vkontakte developer token*

Description

vkGetToken open web link in browser and generate developer token, which you need for work with
vk.com api

Usage

```
vkGetToken(app_id = getOption("rvkstat.app_id"))
```

Arguments

app_id   Your app id from filed in app page vkontakte.

Value

R object with vk.com token

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## Get vk api token
myToken <- vkGetToken(app_id = "1")

## End(Not run)
```

---

vkGetUserFriends   *Frend List in 'Vkontakte'*

Description

Returns a list of user friends identifiers and extended information about the user's friends.

Usage

```
vkGetUserFriends(
      user_id      = NULL,
      name_case    = "nom",
      username     = getOption("rvkstat.username"),
      api_version  = getOption("rvkstat.api_version"),
      token_path   = vkTokenPath(),
      access_token = getOption("rvkstat.access_token")
)
```

Arguments

user_id	user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
name_case	case for declining the user's first and last name. Possible values: nominative - nom, genitive - gen, dative - dat, accusative - acc, ablative - ins, prepositional - abl. Default nom.
username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. `user_id`   user id.

2. `first_name`   name.

3. `last_name`   last name

4. `gender`   sex.

5. `nickname`   nickname of the user.

6. `domain`   short page address. Returns a string containing the short address of the page (for example, andrew). If not assigned, it returns "id" + user_id, for example, id35828305.

7. `bdate`   date of birth. Returns in the format D.M.YYYY or D.M (if the year of birth is hidden). If the date of birth is hidden entirely, the field is absent in the answer.

8. `city`   city id, city name can be obtained using the function vkGetDbCities.

9. `country`   country id, country name can be obtained using the function vkGetDbCountries.

10. `photo_50`   url of a square photo of a user having a width of 50 pixels. If the user does not have a photo, he returns http://vk.com/images/camera_c.gif.

11. `photo_100`   url of a square photo of a user having a width of 100 pixels. If the user doesn't have a photo, he returns http://vk.com/images/camera_b.gif.

12. `photo_200_orig`

     url of a user photo that has a width of 200 pixels. If the user doesn't have a photo, he returns http://vk.com/images/camera_a.gif.

13. `has_mobile`   information about whether the user's mobile phone number is known. Return values: 1 - known, 0 - unknown.

14. `online`   information about whether the user is currently online.

15. `can_post`   information about whether the current user can post on the wall. Possible values: 1 - can, 0 - can not.

16. `can_see_all_posts`

     information about whether the current user can see someone else's posts on the wall. Possible values: 1 - can, 0 - can not.

17. `can_write_private_message`

     information about whether the current user can send a private message. Possible values: 1 - can, 0 - can not.

18. `status`   user status. Returns a string containing the text of the status located in the profile under the user name.

19. `last_seen_time`

     date and time of last visit.

20. `last_seen_platform`

     the type of platform through which the last entry was made. Possible values: 1 - mobile version, 2 - application for iPhone, 3 - application for iPad, 4 - application for Android, 5 - application for Windows Phone, 6 - application for Windows 10, 7 - full version of the site.

21. `university`   university id.

22. university_name

       university name.

23. faculty   faculty id.

24. faculty_name

       faculty name.

25. graduation   graduation year.

26. education_form

       learning form

27. education_status

       status (for example, "Graduate (Specialist)")

28. relation   marital status of the user. Possible values: 1 - not married / not married, 2 - have a friend / have a girlfriend, 3 - engaged / engaged, 4 - married / married, 5 - everything is difficult, 6 - in active search, 7 - in love / in love, 8 - in a civil marriage, 0 - not specified.

Author(s)

Alexey Seleznev

References

Documentation for API method friends.get: https://vk.com/dev/friends.get

Examples

```
## Not run:
## user list
my_vk_friends <- vkGetUserFriends(user_id = 7437995)

## End(Not run)
```

---

vkGetUserGroups   *List of 'Vkontakte' communities.*

Description

Returns the list of communities for the specified user.

Usage

```
vkGetUserGroups(
    user_id = NULL,
    filter = NULL,
    username     = getOption("rvkstat.username"),
    api_version  = getOption("rvkstat.api_version"),
    token_path   = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

`user_id`	user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
`filter`	A list of community filters to be returned, separated by commas. The values are admin, editor, moder, groups, publics, events. By default, all user communities are returned. If the admin filter is specified, the communities in which the user is an administrator, editor - administrator or editor, moder - administrator, editor or moderator will be returned.
`username`	Your vkontakte login.
`api_version`	Vkontakte API version.
`token_path`	Path to dir with credentials
`access_token`	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

`gid`	community id.
`name`	community name.
`screen_name`	short address, for example, apiclub.
`is_closed`	is the community closed. Possible values: 0 - open, 1 - closed, 2 - private
`type`	community type: group - group, page - public page, event - event.
`description`	community description text.
`wiki_page`	name of the main wiki page.
`members_count`	number of members.
`start_date`	date of foundation.
`can_post`	information about whether the current user can post on the community wall. Possible values: 1 - can, 0 - can not.
`can_see_all_posts`	
	information about whether it is allowed to see other people's posts on the group wall. Possible values: 1 - can, 0 - can not.
`activity`	public page status bar. For groups, a string value is returned, whether the group is open or not, and for events the start date.
`status`	community status.
`fixed_post`	pinned post ID.
`verified`	information about whether the community is verified. Possible values: 1 - can, 0 - can not.
`site`	the address of the site from the "web site" field in the community description.
`can_create_topic`	
	information on whether the current user can create a new discussion in the group. Possible values: 1 - can, 0 - can not.
`photo`	URL of the main photo with a size of 50x50px.
`photo_medium`	URL of the main photo with a size of 100x100px.
`photo_big`	The URL of the main photo in the maximum size.

Author(s)

Alexey Seleznev

References

Documentation for API method groups.get: https://vk.com/dev/groups.get

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")

## get groups
my_vk_community <- vkGetUserGroups(user_id = 7437995,
                                  access_token = my_tok$access_token)


## End(Not run)
```

---

vkGetUserWall   *Get Posts From Userwall.*

Description

Return posts list from userwall 'Vkontakte'.

Usage

```
vkGetUserWall(
  user_id      = NULL,
  domain       = NULL,
  filter       = NULL,
  username      = getOption("rvkstat.username"),
api_version  = getOption("rvkstat.api_version"),
  token_path   = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

user_id	user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
domain	short address of user or community.
filter	determines what types of posts on the wall should be received. Possible values: suggests — suggested entries on the community wall, postponed — deferred entries, owner — owner wall entries, others — not wall owner entries, all — all entries on the wall (owner + others), Default: all.

username	Your vkontakte login.
api_version	Vkontakte API version.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with the following values:

1. `id`   record ID.
2. `from_id`   identifier of the post author.
3. `to_id`   identifier of the owner of the wall on which the entry is placed.
4. `date`   post publication time
5. `post_type`   record type, can be one of the following values: post, copy, reply, postpone, suggest.
6. `text`   text entry.
7. `can_delete`   information about whether the current user can delete a post (1 — maybe, 0 — cannot).
8. `comments_count`
                    number of comments.
9. `likes_count`   the number of users who liked the post.
10. `reposts_count`
                    number of users who copied the record.
11. `attachment_type`
                    type of media attachment of the record (photos, links, etc.)

Author(s)

Alexey Seleznev

References

Documentation for API method wall.get: https://vk.com/dev/wall.get

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")

## get posts
my_vk_wall <- vkGetUserWall(user_id = 7437995,
                            access_token = my_tok$access_token)


## End(Not run)
```

---

vkSetters *Set rvkstat options*

Description

Helper function for settings options: username, account_id, agency_id, access_token, token_path and console log level

Usage

```
vkSetUsername(username)
vkSetAccountId(account_id)
vkSetAgencyId(agency_id)
vkSetAccessToken(access_token)
vkSetTokenPath(token_path)
vkSetThreshold(
   level = c("info", "fatal",
              "error", "warn",
              "debug", "trace")
)
```

Arguments

username	Your vkontakte login.
account_id	Ads account Id.
agency_id	Agency account Id.
token_path	Path to dir with credentials
access_token	API access tokens obtained using vkAuth or vkGetToken functions
level	Console log information level, one of: "info", "fatal", "error", "warn", "debug", "trace"

Author(s)

Alexey Seleznev

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