Package ‘ROptimizely’
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Description R package extracts optimizely test results and test information using Optimizely REST API. Only read functionality is supported for analysis and reporting.
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GetExperimentInfo  Experiment information

Description
Query Optimizely to read metadata information for a single experiment

Usage
GetExperimentInfo(experiment.id)

Arguments
experiment.id valid experiment identifier

Value
data frame of metadata information for an experiment

See Also
GetExperimentList

Examples
## Not run:
experiment.info <- GetExperimentInfo('1234545')
#use this to extract information on a list of experiments
do.call(rbind, lapply(c(1231231,1435333), GetExperimentInfo))

## End(Not run)

GetExperimentList  Query Optimizely to list experiments in projects

Description
GetExperimentList extracts the experiments and summary information in a list of projects

Usage
GetExperimentList(project.list)

Arguments
project.list List of project identifiers
GetExperimentResults

Value

data frame of all experiments in list of projects provided

See Also

GetExperimentInfo

Examples

## Not run:
# list experiments in a project
#
experiment.list<-GetExperimentList( c('1234567','7654321') )

## End(Not run)

---

GetExperimentResults  Extract results of an experiment

Description

Query Optimizely API to extract top-level results experiment. Results returned are computed by Optimizely Stats Engine. Metrics for each experiment are listed for every combination of variations and goals defined for that experiment.

Usage

GetExperimentResults(experiment.list)

Arguments

experiment.list

list of experiment identifier.

Value

data frame with experiments results. A data frame representing every combination of variations and goals that have been defined for each experiment in list. For example, if there are three variations and two goals defined for an experiment, the response will contain six rows representing each variation_id and goal_id combination.

See Also

GetResults
Examples

```r
## Not run:
# Extract results
# Assign token before getting results
set_token('abcdefghijklmnopqrs:UT3R1')
results.df<-GetExperimentResults(c('123123','1234567'))

## End(Not run)
```

### Description

Query Optimizely to obtain information on project entities

**Goal** A user list is a set of user identifiers that you have uploaded to Optimizely. Membership in a targeting list can be used to define an Optimizely audience, so you can target experiments only to a particular set of users.

**Audience** An Audience is a group of visitors that match set conditions. You can target an experiment to one or more audiences, or you can segment experiment results to see how different audiences performed.

**Targeting(User) list** A user list is a set of user identifiers that you have uploaded to Optimizely. Membership in a targeting list can be used to define an Optimizely audience.

**Dimension** Dimensions are attributes of visitors to your website or mobile app, such as demographic data, behavioral characteristics, or any other information particular to a visitor. Dimensions can be used to construct audiences and segment experiment results.

**Variation** Every experiment contains a set of variations that each change the visitor’s experience in a different way. Variations define the code that should be applied on a page to change the experience, and the percentage of visitors who should see that code. A standard 'A/B' test has two variations (including the original), and Optimizely supports adding many more variations.

[https://help.optimizely.com](https://help.optimizely.com)

### Usage

`GetParamInfo(id, param)`

### Arguments

- **id** Identifier for project entity i.e. goal id, audience id, user list id, dimension id
- **param** alphabet character to identify the parameter list
  - G - Goals
  - T - Targeting (user) lists
  - V - Variations
  - A - Audience
  - D - Dimensions
GetProjectInfo

Get project information

Description

Query Optimizely API to read a project. A project is a collection of experiments, goals and audiences. A javascript file associated with each project is included.

Usage

GetProjectInfo(project.id)

Arguments

project.id valid project identifier

Value

data frame of metadata for a single project

See Also

GetProjectList

Examples

## Not run:
project.info <- GetProjectInfo('1234545')

## End(Not run)
GetProjectList  

*Query Optimizely API to list projects in an account*

**Description**

GetProjectList Returns a data frame of projects listed in account authorized by the token. Obtain API token from [https://app.optimizely.com/tokens](https://app.optimizely.com/tokens)

**Usage**

GetProjectList()

**Value**

data frame containing the response from Optimizely API

**See Also**

GetProjectInfo

**Examples**

```r
## Not run:
# use set_token(Token) to assign your API token
project.df <- GetProjectList()

## End(Not run)
```

GetResults  

*Optimizely API to extract results of individual experiment*

**Description**

GetResults extracts results for an individual experiment. Metrics for each experiment are listed for every combination of variations and goals defined for that experiment. All experiments started on or after January 21 2015 have statistics computed by Optimizely Stats Engine.

**Usage**

GetResults(experiment.id, result.type = "stats", audience.id = NA, dimension.id = NA, dimension.value = NA)
### GetResults

**Arguments**

- `experiment.id` experiment identifier.
- `result.type` Type of results to be extracted (valid options ‘stats’ or ‘results’). Setting this argument to results will extract top-level results. This option will be consistent with Optimizely Results page for experiments started before Jan 21, 2015. Default is set to ‘stats’. Default is set to stats to extract results from Optimizely Stats engine.
- `audience.id` Audience identifier. Setting this parameter can be used to filter experiment results by particular audience.
- `dimension.id` Dimension identifier. Setting this parameter together with `dimension.value` to filter results to visitors with custom dimension value. Default to NA
- `dimension.value` Value of a dimension. Use this in combination with `dimension.id`.

**Value**

data frame with experiment results. A data frame representing every combination of variations and goals that have been defined for the experiment. For example, if there are three variations and two goals defined for an experiment, the response will contain six rows representing each variation_id and goal_id combination.

**See Also**

- `GetExperimentResults`

**Examples**

```r
## Not run:
# Extract results of a single experiment
# Assign token before getting results
# set_token('abcdefhijklmnopqrs:54321')
# Default results
exp.df<-GetResults('123456')

# Change result type to gather results
exp.df<-GetResults('123456', result.type='results')

# Filter results by audience
exp.df<-GetResults('123456', audience.id='123141')

# Filter results by dimension
exp.df<-GetResults('123456', dimension.id='456', dimension.value='state')
```

## End(Not run)
**ListProjectParam**  

**List Optimizely entities**

**Description**

Query Optimizely API to get project entities listed in a project

- Goals
- Audiences
- Targeting list
- Dimensions

**Usage**

```
ListProjectParam(project.id, param = "G")
```

**Arguments**

- `project.id`: identifier for project.
- `param`: Identifies the entity to list
  - G - Goals
  - A - Audiences
  - T - Targeting list (as on June 2015 user lists is part of paid feature. Confirm if you have access to user lists)
  - D - Dimensions

**Value**

Data frame - of goals/audiences/targeting lists/dimensions in a project

**See Also**

- `GetProjectList`

**Examples**

```r
## Not run:
# Information for an dimension
# Use set_token to assign account token
# set_token(’123456789101112:zzzzz’)  
# Lists all audiences in a project
final.df<-ListProjectParam(’1234567’,param=’A’)

# Lists goals in a project (default)
final.df<-ListProjectParam(’1234567’)

## End(Not run)
```
Description

All API request needs to be authenticated. To authenticate, use token generated from https://app.optimizely.com/tokens

Usage

```
set_token(token)
```

Arguments

token copy token string from 'Manage Tokens'

Examples

```
set_token('abcdefghijklmnopqrstuvwxyz:1R3TU6G1l
```
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