Package ‘RSmartlyIO’

October 12, 2022

Type Package

Title Loading Facebook and Instagram Advertising Data from 'Smartly.io'

Description Aims at loading Facebook and Instagram advertising data from 'Smartly.io' into R. 'Smartly.io' is an online advertising service that enables advertisers to display commercial ads on social media networks (see <http://www.smartly.io/> for more information).
The package offers an interface to query the 'Smartly.io' API and loads data directly into R for further data processing and data analysis.

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Depends R (>= 3.0.0)

Imports RCurl

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BugReports https://github.com/rstats-lab/RSmartlyIO/issues

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getSmartlyData

Get Smartly.io Data

Description

getSmartlyData posts the query and downloads the data. The data are retrieved from the API as a dataframe.

Usage

ggetSmartlyData(start, end, date = "date", accountID, accountInfo = F,
campaignStructure = NULL, billing = NULL, targeting = NULL,
creative = NULL, facebook = NULL, attribution = "28d", apiToken,
metrics)

Arguments

start        Beginning of date range. Format: "2019-01-01"
end          End of date range. Format: "2019-01-10"
date         Date aggregation level. One out of date, year, month, weekofyear, weekday
accountID    Smartly.io Account ID. Input as character: "1234abcdefg5678"
accountInfo  Account Information. TRUE/FALSE
campaignStructure
            Campaign Information Selection. Vector with multiple arguments out of: campaign_name, campaign_fb_id, adgroup_name, adgroup_fb_id, name, id, fb_objective, campaign_start_date
billing      Billing Information Selection. Vector with multiple arguments out of: bid.optimization_goal, bid.billing_event
targeting    Targeting Settings of Campaigns. Vector with multiple arguments out of: targeting.geo_locations.countries, targeting.geo_locations.cities, targeting.genders, targeting.age_min, targeting.age_max, targeting.interests, targeting.behaviors, targeting.custom_audiences, targeting.excluded_custom_audiences, targeting.connections, targeting.user_os, targeting.user_device, targeting.page_types
creative     Creative/Ad Characteristics. Vector with multiple arguments out of: creative_meta.call_to_action, creative_meta, creative_meta.type, creative_meta.post_type, creative_meta.name, creative_meta.picture, creative_meta.post_fb_id, creative_meta.post_fb_link, creative_meta.text, creative_meta.title, creative_meta.link, creative_meta.url_tags
facebook     Facebook Settings. One argument out of: age, country, gender, age_gender, placement, cross_device, region, hourly_stats_aggregated_by_advertiser_time_zone, hourly_stats_aggregated_by_audience_time_zone
attribution  Attribution Time Window, defaults to 28 days. One of: "1d","7d" or "28d".
apiToken     API Token. Character. Usually the API token is provided within the Smartly.io web interface or by the account manager.
## RSmartlyIO

**metrics**

Metrics. Note: There are more metrics available. See the reporting section in the smartly.io interface. Vector with multiple arguments out of: impressions, ctr, cpm, cpc, spent, conversions, inline_link_clicks, clicks, cpa, reach, frequency, roi, revenue, social_impressions, social_clicks, website_clicks, newsfeed_clicks, deeplink_clicks, app_store_clicks, call_to_action_clicks, inline_post_engagement

**Value**

Dataframe

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**RSmartlyIO**  
*Loading Facebook and Instagram Advertising Data from Smartly.io*

**Description**

Aims at loading Facebook and Instagram advertising data from Smartly.io into R. Smartly.io is an online advertising service that enables advertisers to display commercial ads on social media networks. The package offers an interface to query the Smartly.io API and loads data directly into R for further data processing and data analysis.

**Author(s)**

Johannes Burkhardt <johannes.burkhardt@gmail.com> [https://github.com/rstats-lab/RSmartlyIO](https://github.com/rstats-lab/RSmartlyIO)

**Examples**

```r
# Not run:
data <- getSmartlyData(start = "2016-03-01",
                        end = "2016-03-02",
                        date = "date",
                        accountID="***********",
                        accountInfo = F,
                        campaignStructure = c("campaign_name", "campaign_fb_id"),
                        billing = c("bid.optimization_goal", "bid.billing_event"),
                        targeting = c("targeting.geo_locations.countries"),
                        creative = c("creative_meta.call_to_action"),
                        facebook = "age",
                        apiToken="*************************",
                        metrics = c("impressions","clicks"))

# End(Not run)
```
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