Package ‘RSnartlyIO’

January 21, 2019

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/RSnartlyIO/issues

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Description

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

Usage

getsmartlydata(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 One out of date, year, month, weekofyear, weekday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_byAdvertiser_time_zone, hourly_stats_aggregated_by_auddience_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.
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

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)

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Examples

## 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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