Package ‘appleadsR’

November 10, 2022

Type Package

Title Get Apple Search Ads Data via the ‘Windsor.ai’ API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Apple Search Ads using the ‘Windsor.ai’ API <https://windsor.ai/api-fields/>.

License GPL-3

URL https://windsor.ai/

Depends R (>= 3.5.0)

Imports jsonlite (>= 1.7.2)

Suggests knitr, rmarkdown, dplyr, ggplot2, tidyr, curl

VignetteBuilder knitr

Encoding UTF-8

Language en-US

LazyData true

RoxygenNote 7.2.1

NeedsCompilation no

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Repository CRAN

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**fetch_appleads**

*fetch_appleads* A function to fetch Apple Search Ads data from the windsor.ai API

### Description

*fetch_appleads* A function to fetch Apple Search Ads data from the windsor.ai API

### Usage

```r
fetch_appleads(
  api_key,
  date_from = NULL,
  date_to = NULL,
  fields = c("campaign", "clicks", "spend", "impressions", "date")
)
```

### Arguments

- `api_key` Your api key to access Windsor.ai API
- `date_from` The date from which to start getting data in format YYYY-MM-DD
- `date_to` The date until which to start getting data in format YYYY-MM-DD
- `fields` The fields fetched from the API for a given connector See https://windsor.ai/api-fields/ for details.

### Value

A data frame with the desired data

### Examples

```r
## Not run:
my_appleads_data <- fetch_appleads(api_key = "your api key",
  date_from = "2022-10-01",
  date_to = "2022-10-02",
  fields = c("campaign", "clicks",
    "spend", "impressions", "date"))

## End(Not run)
```
my_appleads_data

Sample of digital marketing data from Apple Search Ads downloaded by means of the Windsor.ai API.

Description
A dataset containing sample Apple Search Ads data fetched from windsor.ai API. See more at: https://windsor.ai/

Usage
my_appleads_data

Format
A data frame with 164 rows and 5 variables:
- campaign  name of the campaign
- clicks     number of clicks
- spend      spend data
- impressions impressions data
- date       date

Source
https://windsor.ai/
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