Package ‘datoramar’

October 13, 2022

Type Package
Title Interface to the 'Datorama' API
Version 0.1.0
URL https://github.com/beigebrucewayne/datoramar
BugReports https://github.com/beigebrucewayne/datoramar/issues
Description A thin wrapper around the 'Datorama' API.
   Ideal for analyzing marketing data from <https://datorama.com>.
License MIT + file LICENSE
Encoding UTF-8
LazyData true
Imports httr, jsonlite, tibble
RoxygenNote 6.0.1
NeedsCompilation no
Author Kade Killary [aut, cre]
Maintainer Kade Killary <kadekillary@protonmail.com>
Repository CRAN
Date/Publication 2017-12-20 15:42:51 UTC

R topics documented:

  datorama_query ........................................... 2
  datorama_token .......................................... 3

Index
A query constructor for the Datorama API

Usage

datorama_query(token = NULL, brandId = NULL, dateRange = c("CUSTOM", "CUSTOM_ON_GOING", "YESTERDAY", "WEEK_TO_DATE", "BI_WEEK_TO_DATE", "MONTH_TO_DATE", "QUARTER_TO_DATE", "YEAR_TO_DATE", "WEEK_TO_DATE_CUSTOM", "BI_WEEK_TO_DATE_CUSTOM", "MONTH_TO_DATE_CUSTOM", "QUARTER_TO_DATE_CUSTOM", "YEAR_TO_DATE_CUSTOM", "PREV_WEEK", "PREV_BI_WEEK", "PREV_MONTH", "PREV_QUARTER", "PREV_YEAR", "PREV_WEEK_CUSTOM", "PREV_BI_WEEK_CUSTOM", "PREV_MONTH_CUSTOM", "PREV_QUARTER_CUSTOM", "PREV_YEAR_CUSTOM", "LAST_WEEK", "LAST_BI_WEEK", "LAST_MONTH", "LAST_3_MONTHS", "THIS_WEEK", "THIS_BI_WEEK", "THIS_MONTH", "THIS_QUARTER", "THIS_YEAR", "THIS_WEEK_CUSTOM", "THIS_BI_WEEK_CUSTOM", "THIS_MONTH_CUSTOM", "THIS_QUARTER_CUSTOM", "THIS_YEAR_CUSTOM"), startDate = NULL, endDate = NULL, measurements = NULL, dimensions = NULL, groupDimensionFilters = NULL, stringDimensionFilters = NULL, stringDimensionFiltersOperator = NULL, numberMeasurementFilter = NULL, sortBy = NULL, sortOrder = NULL, topResults = NULL, groupOthers = NULL, topPerDimension = NULL)

Arguments

token
A string containing your token for authentication. Get in datorama_auth

brandId
A string containing the Brand ID

dateRange
A string containing date range for query

startDate
A string -> format YYYY-MM-DD

dendDate
A string -> format YYYY-MM-DD

measurements
A list of lists including attributes to include -> list(list(name = "Investment"))

dimensions
A list of dimensions to be included -> list("Day", "Site Name")

groupDimensionFilters
A list of lists including dimension, operator -> "IN", "NOT IN", and vals for filtering

stringDimensionFilters
A list of lists including dimension, operator -> "EQUALS", "NOT_EQUALS", "NOT_EQUALS_CASE_SENSITIVE", "CONTAINS", "NOT_CONTAINS", "STARTS_WITH", "ENDS_WITH", "IS_EMPTY", "IS_NOT_EMPTY", and val for filtering

stringDimensionFiltersOperator
A string for string dimension filtering -> "AND", "OR"
numberMeasurementFilter
A list of lists including fileName (measurement name), operator -> "EQUALS", "NOT_EQUALS", "GREATER", "GREATER_EQUALS", "LESS", "LESS_EQUALS", "IS_NULL", "IS_NOT_NULL", "IS_NAN", "IS_NOT_NAN" and val for filtering

sortBy
A string including name of dimension/measurement to sort by

currentSortOrder
A string containing the order of the sort -> "ASC", "DESC"

topResults
A string containing the number of results to return

groupOthers
Boolean determining whether to group all results not in topResults

topPerDimension
Boolean determining whether to return topResults per dimension

Value
A tibble with the query’s response

Examples

## Not run:
datorama_query(token = "aaaaaaaa-bbbb-cccc-dddd-eeeeeeeeee", 
brandId = "271", 
dateRange = "CUSTOM", 
startDate = "2017-11-01", 
endDate = "2017-11-20", 
measurements = list(list(name = "Clicks"), 
list(name = "Impressions")), 
dimensions = list("Day", "Site Name")
)

## End(Not run)

datorama_token

Authenticating yourself to Datorama

Description
Authenticating yourself to Datorama

Usage
datorama_token(email, password)

Arguments
email A string containing the email associated with your Datorama account
password A string containing the password associated with your Datorama account
Value

A string with your own API token

Examples

```r
## Not run:
datorama_token("someEmail@gmail.com", "password1234")

## End(Not run)
```
Index

datorama_query, 2

datorama_token, 3