Package ‘fbRads’

Type Package
Maintainer Gergely Daroczi <gergely.daroczi@card.com>
Author Ajaykumar Gopal <ajay@card.com>, Gergely Daroczi <gergely.daroczi@card.com>
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**fbad_add_audience**

Add people to a custom FB audience

**Description**

Add people to a custom FB audience

**Usage**

```r
fbad_add_audience(fbacc, audience_id, schema = c("EMAIL", "PHONE"), hashes)
```

**Arguments**

- **fbacc** *(optional)* FB Ad account object, which defaults to the last returned object of `fbad_init`.
- **audience_id** string
- **schema** only two schema are supported out of the four: you can add/remove persons to/from a custom audience by e-mail addresses or phone numbers
- **hashes** character vector of e-mail addresses or phone numbers to be transformed to hashes

**References**

[https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#create](https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#create)
Create ad

Usage

```python
fbad_create_ad(fbacc, name, campaign_id, adset_id, creative_id,
               adgroup_status = c("ACTIVE", "PAUSED"), status = c("ACTIVE", "PAUSED"),
               ...)
```

Arguments

- **fbacc** (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- **name** Ad group name
- **campaign_id** Ad Set id (v2.4)
- **adset_id** Ad Set id (v2.5)
- **creative_id** creative ID
- **adgroup_status** initial status of the Ad group (v2.4)
- **status** initial status of the Ad group (v2.5)
- ... further parameters passed to the Facebook API

Value

- **ad id**

References

[https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#Creating](https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#Creating)

Create Ad Set

Description

Create Ad Set
Usage

```r

Arguments

- `fbacc` (optional) FB_Ad_account object, which defaults to the last returned object of `tbad_init`.
- `name` name of the Ad Set
- `optimization_goal` optimization goal
- `billing_event` the billing event
- `bid_amount` integer
- `promoted_object` see at https://developers.facebook.com/docs/marketing-api/reference/ad-campaign/promoted-object/v2.4
- `campaign_id` parent Ad Campaign id (v2.5)
- `status` Ad Set status (v2.5)
- `daily_budget` using account currency
- `lifetime_budget` using account currency
- `end_time` UTC UNIX timestamp
- `start_time` UTC UNIX timestamp
- `targeting` list
- `campaign_group_id` parent Ad Campaign id (v2.4)
- `campaign_status` Ad Set status (v2.4)
- `...` further arguments passed to the API endpoint

Value

Ad Set id

References

https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Creating
fbad_create_audience  Create a new FB custom audience

Description

Create a new FB custom audience

Usage

fbad_create_audience(fbac, name, description, opt_out_link)

Arguments

- fbacc (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.
- name string
- description optional string
- opt_out_link optional link

Value

custom audience ID

References

https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#create

fbad_create_campaign  Created Ad Campaign

Description

Created Ad Campaign

Usage

fbad_create_campaign(fbac, buying_type = c("AUCTION", "FIXED_CPM", "RESERVED"), campaign_group_status = c("ACTIVE", "PAUSED"), campaign_status = c("ACTIVE", "PAUSED"), execution_options = NULL, name, objective, spend_cap = NULL)
fbad_create_creative

Arguments

fbacc (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.

buying_type Facebook optimization algorithm to delivery, pricing, and limits

campaign_group_status initial status of the Ad Campaign (v2.4)

campaign_status initial status of the Ad Campaign (v2.5)

execution_options special execution settings passed to the API

name Ad Campaign name

objective the campaign’s objective

spend_cap spend cap of the campaign

Value

Ad Campaign id

References

https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#
Creating

fbad_create_creative  Create an ad creative

Description

Create an ad creative

Usage

fbad_create_creative(fbacc, title, body, name, actor_id, follow_redirect,
image_file, image_hash, image_crops, image_url, link_url, url_tags, object_id,
object_story_id, object_story_spec, object_url,
call_to_action_type = c("OPEN_LINK", "BOOK_TRAVEL", "SHOP_NOW", "PLAY_GAME",
"LISTEN_MUSIC", "WATCH_VIDEO", "USE_APP"))

Arguments

fbacc (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.

title string

body string
**fbad_create_image**

name string
actor_id Facebook object ID reference
follow_redirect boolean
image_file local image passed to Facebook. You might first upload the image via fbad_create_image.
image_hash string
image_crops list
image_url string
link_url string
url_tags list
object_id Facebook object ID reference
object_story_id post ID reference
object_story_spec list
object_url string list
call_to_action_type string

**Value**

creative id

**Note**

There are no checks done before passing provided arguments to Facebook. You have to know what you are up to. Read the Facebook docs.

**References**

[https://developers.facebook.com/docs/marketing-api/adcreative/v2.4#create](https://developers.facebook.com/docs/marketing-api/adcreative/v2.4#create)

---

**Description**

Upload image

**Usage**

```
fbad_create_image(fbacc, img)
```
fbad_create_lookalike_audience

**Arguments**

- **fbacc** *(optional)* FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- **img** file path

**Value**

- list of file name, hash and URL

**References**

https://developers.facebook.com/docs/marketing-api/adimage/v2.4#create

---

```python
fbad_create_lookalike_audience

Create a new FB lookalike audience similar to an already existing custom audience

---

**Description**

Create a new FB lookalike audience similar to an already existing custom audience

**Usage**

```python
fbad_create_lookalike_audience(fbacc, name, origin_audience_id, ratio = 0.01, country = "US")
```

**Arguments**

- **fbacc** *(optional)* FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- **name** string
- **origin_audience_id** numeric ID of origin custom audience
- **ratio** Between 0.01-0.20 and increments of 0.01. Indicates the top ratio percent of original audience in the selected country
- **country** Country name - the country to find the lookalike people.

**Value**

- lookalike audience ID

**References**

https://developers.facebook.com/docs/marketing-api/lookalike-audience-targeting/v2.4#create
**Delete a FB custom audience**

**Description**
Delete a FB custom audience

**Usage**
fbad_delete_audience(fbacc, audience_id)

**Arguments**
- *fbacc* (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.
- *audience_id* numeric

**Value**
custom audience ID

**References**
https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#delete

**Get details for a Facebook Ads Account**

**Description**
Get details for a Facebook Ads Account

**Usage**
fbad_get_adaccount_details(accountid, token, version)

**Arguments**
- *accountid* Ads account graph object id
- *token* FB Ads API token
- *version* Facebook Marketing API version
Value
list(s) containing account details

References
https://developers.facebook.com/docs/marketing-api/adaccount/v2.3

fbad_get_search  FB Search API Querying

Description
FB Search API Querying

Usage
fbad_get_search(fbacc, q, type = c("adeducationschool", "adeducationmajor", "adgeolocation", "adcountry", "adzipcode", "adgeolocationmeta", "adradiussuggest", "adinterest", "adinterestsuggest", "adinterestvalid", "adlocale", "adTargetingCategory", "adworkemployer"), ...)

Arguments
- fbacc (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.
- q string that is being searched for
- type describes the type of search eg: adinterest, adeducationmajor etc
- ... other optional parameters accepted by the endpoint as key = value pairs eg: limit = 5000.

Value
data.frame containing results

References
https://developers.facebook.com/docs/marketing-api/targeting-search/v2.5

Examples
```r
## Not run:
fbad_get_search(q = 'r programming language', type = 'adinterest')
fbad_get_search(q = c('dog', 'cat'), type = 'adinterestvalid')

## End(Not run)
```
### fbad_init

**Initiate Facebook Account with OAuth token**

#### Description

If you do not have a token, then register an (e.g. "Website") application at [https://developers.facebook.com/apps](https://developers.facebook.com/apps) and make a note of your "App ID" and "App Secret" at the "Dashboard" of your application. Then go to "Settings", click on "Add Platform", then "Website" and paste http://localhost:1410 as the "Site URL". Save, and then run the below example R commands to get your token. Please note that your app needs access to your ads as well, see [https://developers.facebook.com/docs/marketing-api/access](https://developers.facebook.com/docs/marketing-api/access) for more details.

#### Usage

```r
fbad_init(accountid, token, version = fb_api_most_recent_version())
```

#### Arguments

- **accountid**: Facebook Ad account id without the act_ prefix
- **token**: Facebook OAuth token as a string
- **version**: Facebook Marketing API version

#### Value

list returned invisibly containing versioned base URL and relevant API parameters

#### Examples

```r
## Not run:
## You can generate a token for future use with the help of `httr`, e.g.
library(httr)
app <- oauth_app("facebook", your_app_id, your_app_secret)
ioauth2.0_token(oauth_endpoints("facebook"), app, scope = ",
type = "application/x-www-form-urlencoded")$credentials$access_token

## Then pass this token with your account ID to fbad_init

## End(Not run)
```
### fbad_list_ad

**List all Ads for current account, list of Ad Sets or Campaigns**

**Description**

List all Ads for current account, list of Ad Sets or Campaigns

**Usage**

```r
fbad_list_ad(fbacc, id, statuses, fields = "id")
```

**Arguments**

- `fbacc` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- `id` will do the look-up for all Ads based on this ID. Defaults to current FB account. Can be a (vector of) Ad Set or Campaign id(s).
- `statuses` character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
- `fields` character vector of fields to get from the API, defaults to `id`. Please refer to the Facebook documentation for a list of possible values.

**Value**

data.frame

**Note**

Will do a batched request to the Facebook API if multiple ids are provided.

**References**

[https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#read-adaccount](https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#read-adaccount)

### fbad_list_adset

**List all Ad Sets for current account or Ad Campaign(s)**

**Description**

List all Ad Sets for current account or Ad Campaign(s)

**Usage**

```r
fbad_list_adset(fbacc, id, statuses, fields = "id")
```
**fbad_list_campaign**

**Arguments**

- `fbacc` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- `id` will do the look-up for all Ads based on this ID. Defaults to current FB account. Can be a (vector of) Ad Campaign id(s).
- `statuses` character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
- `fields` character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.

**References**

[https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Reading](https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Reading)

**Description**

List all Ad Campaigns for current account

**Usage**

```r
global$fbad_list_campaign(fbacc, id, statuses, fields = "id")
```

**Arguments**

- `fbacc` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- `id` not supported argument
- `statuses` character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
- `fields` character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.

**References**

[https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Reading](https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Reading)
**fbad_reachestimate**

Query for reach estimate for given targeting spec

**Description**

Query for reach estimate for given targeting spec

**Usage**

```r
fbad_reachestimate(fbacc, targeting_spec, currency = "USD",
                   optimize_for = c("NONE", "APP_INSTALLS", "CLICKS", "ENGAGED_USERS",
                                      "EXTERNAL", "EVENT_RESPONSES", "IMPRESSIONS", "LINK_CLICKS", "OFFERCLAIMS",
                                      "OFFSITE_CONVERSIONS", "PAGE_ENGAGEMENT", "PAGE Likes", "POST_ENGAGEMENT",
                                      "REACH", "SOCIAL IMPRESSIONS", "VIDEO VIEWS"))
```

**Arguments**

- **fbacc** *(optional)*: FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- **targeting_spec**: lists of targeting spec characteristics as described at [https://developers.facebook.com/docs/marketing-api/targeting-specs/v2.5](https://developers.facebook.com/docs/marketing-api/targeting-specs/v2.5)
- **currency**: string
- **optimize_for**: what are you optimizing for in the planned Ad Set?

**Value**

- list

**References**

[https://developers.facebook.com/docs/marketing-api/reference/ad-account/reachestimate/](https://developers.facebook.com/docs/marketing-api/reference/ad-account/reachestimate/)

**Examples**

```r
## Not run:
targetspec <- list(
  age_min = unbox(24),
  age_max = unbox(55),
  geo_locations = list(countries = 'US'))
fbad_reachestimate(targeting_spec = targetspec)

## End(Not run)
```
Description
Read ad details

Usage
fbad_read_ad(fbacc, id, fields = "id")

Arguments

- fbacc: (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.
- id: ad id(s)
- fields: character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.

Value
data.frame

Note
Will do a batched request to the Facebook API if multiple ids are provided.

References
https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#Reading

Examples
## Not run:
## get and Ad ID from yesterday
adid <- fb_insights(date_preset = 'yesterday', level = 'ad')[[1]]$ad_id[1]
## look for current status of the Ad
fbad_read_ad(id = adid, fields = c('effective_status'))

## End(Not run)
fbad_read_adset  
Read Ad Set details

Description
Read Ad Set details

Usage
```r
fbad_read_adset(fbacc, id, fields = "id")
```

Arguments
- `fbacc` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.  
- `id` ad set id(s)  
- `fields` character vector of fields to get from the API, defaults to `id`. Please refer to the Facebook documentation for a list of possible values.

References
https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Reading

fbad_read_audience  
Read metadata on a FB custom audience

Description
Read metadata on a FB custom audience

Usage
```r
fbad_read_audience(fbacc, audience_id, fields = c("id", "account_id",  
"approximate_count", "data_source", "delivery_status",  
"lookalike_audience_ids", "lookalike_spec", "name", "permission_for_actions",  
"operation_status", "subtype", "time_updated"))
```

Arguments
- `fbacc` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.  
- `audience_id` numeric  
- `fields` character vector of fields to be returned
Value

custom audience ID

References

https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#read

fbad_read_campaign  Read Ad Campaign details

Description

Read Ad Campaign details

Usage

fbad_read_campaign(fbacc, id, fields = "id")

Arguments

fbacc  (optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.
id  Ad Campaign id(s)
fields  character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.

References

https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Reading

fbad_read_creative  Read ad creative

Description

Read ad creative

Usage

fbad_read_creative(fbacc, id, by = c("account", "creative", "ad"),
fields = c("id", "name", "body", "title", "run_status", "actor_id",
"call_to_action_type", "follow_redirect", "image_crops", "image_file",
"image_hash", "image_url", "thumbnail_url", "link_url", "url_tags",
"object_id", "object_story_id", "object_story_spec", "object_type",
"object_url"))
**Arguments**

- **fbacc** (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- **id** Ad Creative or Ad Set id
- **by** get all Ad Creatives for the account, for a given Ad or a single Creative
- **fields** character vector of fields to get from the API

**Value**

- list to be post-processed

**References**

- [https://developers.facebook.com/docs/marketing-api/adcreative/v2.4#read](https://developers.facebook.com/docs/marketing-api/adcreative/v2.4#read)

**Examples**

```r
## Not run:
## get all creatives for the current account
fbad_read_creative(fbacc)

## End(Not run)
```

**Description**

Add people from a custom FB audience

**Usage**

```r
got <- fbad_remove_audience(fbacc, audience_id, schema = c("EMAIL", "PHONE"), hashes)```

**Arguments**

- **fbacc** (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- **audience_id** string
- **schema** only two schema are supported out of the four: you can add/remove persons to/from a custom audience by e-mail addresses or phone numbers
- **hashes** character vector of e-mail addresses or phone numbers to be transformed to hashes

**References**

- [https://developers.facebook.com/docs/marketing-api/reference/custom-audience/users#Deleting](https://developers.facebook.com/docs/marketing-api/reference/custom-audience/users#Deleting)
fbad_share_audience

Description
Share a FB custom audience with other accounts

Usage
fbad_share_audience(fbacc, audience_id, adaccounts)

Arguments

<table>
<thead>
<tr>
<th>Argument</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>fbacc</td>
<td>(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.</td>
</tr>
<tr>
<td>audience_id</td>
<td>audience ID</td>
</tr>
<tr>
<td>adaccounts</td>
<td>numeric vector of FB account IDs</td>
</tr>
</tbody>
</table>

Note
This throws error if you provide wrong account ids OR even valid account ids that were previously granted access to the given custom audience.

References
https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.3#sharing

fbad_update_ad

Description
Update ad

Usage
fbad_update_ad(fbacc, id, ...)

Arguments

<table>
<thead>
<tr>
<th>Argument</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>fbacc</td>
<td>(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init.</td>
</tr>
<tr>
<td>id</td>
<td>ad id</td>
</tr>
<tr>
<td>...</td>
<td>parameters passed to Facebook API</td>
</tr>
</tbody>
</table>
**Value**

invisible TRUE

**References**

https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#Updating

---

**fbad_update_adset**  
*Update Ad Set*

**Description**

Update Ad Set

**Usage**

fbad_update_adset(fbacc, id, ...)

**Arguments**

- **fbacc** *(optional)*  
  FB_Ad_account object, which defaults to the last returned object of fbad_init.

- **id**  
  Ad Set id

- **...**  
  parameters passed to Facebook API

**References**

https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Updating

---

**fbad_update_campaign**  
*Update Ad Campaign*

**Description**

Update Ad Campaign

**Usage**

fbad_update_campaign(fbacc, id, ...)

**Arguments**

- **fbacc** *(optional)*  
  FB_Ad_account object, which defaults to the last returned object of fbad_init.

- **id**  
  Ad Campaign id

- **...**  
  parameters passed to Facebook API
References

https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#
Updating

---

**fbRads**

**Description**

This is a placeholder for storing import directives, please find more details in the README.md file of the package via system.file or on GitHub at https://github.com/cardcorp/fbRads.

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**fb_api_most_recent_version**

*Returns the most recent version of the supported Facebook Marketing API*

**Description**

Returns the most recent version of the supported Facebook Marketing API

**Usage**

```r
cb_api_most_recent_version()
```

**Value**

string

---

**fb_api_version**

*Returns the currently used version of the Facebook Marketing API*

**Description**

Returns the currently used version of the Facebook Marketing API

**Usage**

```r
cb_api_version()
```

**Value**

string
**fb_insights**

**Description**

Insights

**Usage**

```r
def fb_insights(fbacc, target = fbacc$acct_path, job_type = c("sync", "async"),
                retries = 0, ...)
```

**Arguments**

- `fbacc` (optional) `FB_Ad_account` object, which defaults to the last returned object of `fbad_init`.
- `target` ad account id(s) (default), campaign id(s), adset id(s) or ad id(s)
- `job_type` synchronous or asynchronous request. If the prior fails with "please reduce the amount of data", it will fall back to async request. Async query is possible with only one target.
- `retries` number of times this query has been sent to Facebook previously and failed – to be used internally for error handling
- `...` named arguments passed to the API, like time range, fields, filtering etc.

**Value**

`list`

**References**

https://developers.facebook.com/docs/marketing-api/insights/v2.5

**Examples**

```r
## Not run:
fb_insights(fbacc)

## process results
l <- fb_insights(fbacc, date_preset = 'today', level = 'ad')
library(rlist)
list.stack(list.select(l, date_start, date_stop, ad_id, total_actions,
                        total_unique_actions, total_action_value, impressions, unique_impressions,
                        social_impressions, unique_social_impressions, clicks, unique_clicks,
                        social_clicks, unique_social_clicks, spend, frequency, deeplink_clicks,
                        app_store_clicks, website_clicks, reach, social_reach, ctr, unique_ctr,
                        cpc, cpm, cpp, cost_per_total_action, cost_per_unique_click,
                        relevance_score = relevance_score$score))

## End(Not run)
```
**fb_reportstats_ad**  
*Get Ad Report Stats*

**Description**  
Get Ad Report Stats

**Usage**  
```r  
fb_reportstats_ad(fbac, ...)  
```

**Arguments**  
- `fbac` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- `...` named arguments passed to the API, like time range, fields, filtering etc.

**Value**  
data.frame

**Note**  
This API endpoint is be soon deprecated and only available with v2.3. Use the new Insight feature, if possible.

**References**  
[https://developers.facebook.com/docs/marketing-api/adreportstats/v2.3](https://developers.facebook.com/docs/marketing-api/adreportstats/v2.3)

---

**fb_stats_ad**  
*Get Ad Stats*

**Description**  
Get Ad Stats

**Usage**  
```r  
fb_stats_ad(fbac, ids)  
```

**Arguments**  
- `fbac` (optional) FB_Ad_account object, which defaults to the last returned object of `fbad_init`.
- `ids` adgroup ids
Value

list (raw parsed JSON) to be post-processed

Note

This API endpoint is be soon deprecated and only available with v2.3. Use the new Insight feature, if possible.

References

https://developers.facebook.com/docs/marketing-api/adstatistics/v2.3#read

Examples

```r
## Not run:
res <- fb_stats_ad(...)  
library(rlist)  
list.stack(list.select(res, adgroup_id, impressions, clicks, spent, unique_impressions))

## End(Not run)
```

---

**print.FB_Ad_Account**  
*Print method for custom fbRads class*

**Description**

Print method for custom fbRads class

**Usage**

```r
## S3 method for class 'FB_Ad_Account'
print(x, ...)
```

**Arguments**

- `x`  
  R object with FB_Ad_Account class

- `...`  
  further arguments passed to print (ignored)
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