Package ‘googleadsR’

November 16, 2022

Type Package
Title Access to ‘Google Ads’ via the ‘Windsor.ai’ API
Version 1.0.0
Description Collect marketing data from ‘Google Ads’ using the ‘Windsor.ai’ API <https://windsor.ai/api-fields/>.
License MIT + file LICENSE
Depends R (>= 3.5.0)
Imports jsonlite (>= 1.7.2)
VignetteBuilder knitr
Encoding UTF-8
Language en-US
RoxygenNote 7.2.1
Suggests knitr, rmarkdown, dplyr, ggplot2, tidyr, curl
LazyData true
NeedsCompilation no
Author Pablo Sanchez [aut, cre], Windsor.ai [cph]
Maintainer Pablo Sanchez <pablosama@outlook.es>
Repository CRAN
Date/Publication 2022-11-15 23:50:02 UTC

R topics documented:

fetch_googleads .................................................. 2
my_data_googleads ............................................. 3

Index

1
fetch_googleads

Description

Fetch Google Ads Fetch data from 'Google Ads' via 'windsor.ai' API

Usage

fetch_googleads(
  api_key,
  date_from = NULL,
  date_to = NULL,
  fields = c("source", "campaign", "clicks", "medium", "sessions", "spend")
)

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://www.windsor.ai/api-fields/ for details.

Value

A data frame with the desired data

Examples

## Not run:
# api_key needs to be provided by the user.
my_googleads_data <- fetch_googleads(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_data_googleads

Sample data from the Windsor API.

Description
A dataset containing sample google ads data fetched from windsor.ai API. See more at: https://windsor.ai/api-fields/

Usage
my_data_googleads

Format
A data frame with 1677 rows and 6 variables:
campaign name of the campaign
clicks number of clicks
spend spend data
medium the type of referrals
source source of the data (google, facebook, etc.)
googlebooks googlebooks id

Source
https://windsor.ai/
Index

* datasets
  my_data_googleads, 3

fetch_googleads, 2

my_data_googleads, 3