Package ‘mailchimpR’

November 11, 2022

Type Package

Title Get Mailchimp Data via the ‘Windsor.ai’ API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Mailchimp 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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fetch_mailchimp

**Description**

fetch_mailchimp A function to fetch Mailchimp data from the windsor.ai API

**Usage**

```
fetch_mailchimp(
  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/](https://windsor.ai/api-fields/) for details.

**Value**

A data frame with the desired data

**Examples**

```r
## Not run:
my_mailchimp_data <- fetch_mailchimp(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_mailchimp_data

Sample of digital marketing data from Mailchimp downloaded by means of the Windsor.ai API.

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

Usage
my_mailchimp_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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