Package ‘rfacebookstat’
July 11, 2024

Type Package
Title Load Data from Facebook API Marketing
Version 2.11.0
Maintainer Alexey Seleznev <selesnow@gmail.com>
Description Load data by campaigns, ads, ad sets and insights, ad account and business manager from Facebook Marketing API into R. For more details see official documents by Facebook Marketing API <https://developers.facebook.com/docs/marketing-apis/>.
Depends R (>= 3.5.0)
BugReports https://github.com/selesnow/rfacebookstat/issues
Imports httr, jsonlite, dplyr, purrr, tidy (> = 1.0.0), stringr, tidyselect, pbapply
URL https://selesnow.github.io/rfacebookstat/,
https://www.youtube.com/playlist?list=PLD2LDq8edf4pIt0b-vZTG5AXZK2niJ8_R
License MIT + file LICENSE
Suggests knitr, rmarkdown
Encoding UTF-8
RoxygenNote 7.2.3
VignetteBuilder knitr
NeedsCompilation no
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Description

Load data by campaigns, ads, ad sets and insights, ad account and business manager from Facebook Marketing API into R. For more details see official documents by Facebook Marketing API <https://developers.facebook.com/docs/marketing-apis/>.

Details

The DESCRIPTION file:

Package:       rfacebookstat
Type:          Package
Title:         Load Data from Facebook API Marketing
Version:       2.11.0
Authors@R:     c(person(given = "Alexey", family = "Seleznev", role = c("aut", "cre"), email = "selesnow@gmail.com", comment = c(ORCID = "0000-0003-0410-7385")))
Maintainer:    Alexey Seleznev <selesnow@gmail.com>
Description:   Load data by campaigns, ads, ad sets and insights, ad account and business manager from Facebook Marketing API into R.
Depends:       R (>= 3.5.0)
Index of help topics:

- fbAuth: Authorization in Facebook.
- fbDeleteAdAccountUsers: Delete users from ad accounts.
- fbGetAdAccountCustomAudiences: The Custom Audiences Associated With the Ad Account.
- fbGetAdAccountUsers: Get User List From Account.
- fbGetAdAccountUsersPermissions: Get ad account user list with him permissions.
- fbGetAdAccounts: Get avable ad account list.
- fbGetAdAccountsConversions: Get list of custom conversion from ad accounts.
- fbGetAdCreative: Get creative list from facebook marketing API.
- fbGetAdSets: Get creative list from facebook marketing API.
- fbGetAdVideos: Get videos list from ad accounts.
- fbGetAds: Get ads list from facebook marketing API.
- fbGetApps: Get all the apps under a project.
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- fbGetCampaigns: Get campaign list from facebook marketing API.
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- fbGetLongTimeToken: Get API facebook long time token.
- fbGetMarketingStat: Get statistic by ad accounts.
- fbGetPages: Get pages list.
- fbGetSettings: Get settings.
- fbGetToken: Get API facebook token.
- fbGetUserAdAccounts: User’s ad account list.
- fbSetters: Set rfacebookstat options.
- fbUpdateAdAccountUsers
fbAuth

Add users and update permission list.

rfacebookstat-package Load Data from Facebook API Marketing

Author(s)

NA
Maintainer: Alexey Seleznev <selesnow@gmail.com>

See Also


Examples

```r
## Not run:
library(rfacebookstat)
# Auth
token <- fbGetToken(app_id = 00000000000000)

# Get statistic
CampStat <- fbGetMarketingStat(accounts_id = "act_0000000000", level = "campaign", fields = "campaign_name,impressions,clicks", breakdowns = "age", sorting = "unique_impressions_descending", filtering = "[{"field":"age","operator":"IN","value":["18-24","25-34"]}]", date_start = "2016-10-01", date_stop = "2016-10-10", access_token = token)

## End(Not run)
```

Description

Wrapper for fbGetToken() and fbGetLongtimeToken().

Usage

```r
fbAuth(username = getOption("rfacebookstat.username"),
app_id = getOption("rfacebookstat.app_id"),
app_secret = getOption("rfacebookstat.app_secret"),
token_path = fbTokenPath(),
scopes = c("ads_read",
  "business_management",
  "pages_manage_ads",
  "ads_management",
  "public_profile"),
reauth = FALSE,
skip_option = FALSE)
```

Authorization in Facebook.
fbDeleteAdAccountUsers

Arguments

- username: your username on Facebook
- app_id: ID of Facebook App
- app_secret: Secret of Facebook App
- token_path: path to dir with credentials
- scopes: Permissions provide a way for your app to access data from Facebook. For detail see documentation
- reauth: boolean, do reauthorization
- skip_option: logical, skip access token from options or not

Value

API token object

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
fbAuth()

## End(Not run)
```

**fbDeleteAdAccountUsers**

Delete users from ad accounts.

Description

fbDeleteAdAccountUsers is method for remove users access from ad accounts.

Usage

```r
fbDeleteAdAccountUsers(
  user_ids = NULL,
  accounts_id = getOption("rfacebookstat.accounts_id"),
  api_version = getOption("rfacebookstat.api_version"),
  username = getOption("rfacebookstat.username"),
  token_path = fbTokenPath(),
  access_token = getOption("rfacebookstat.access_token"))
```
fbGetAdAccountCustomAudiences

The Custom Audiences Associated With the Ad Account.

Description

Get The custom audiences associated with the ad account.

Arguments

- **accounts_id** vector with ID of your ad account, for example c("act_00001","act_00002").
- **access_token** Your facebook API token.
- **user_ids** vector with users ids who need remove from ad account.
- **username** your username on Facebook
- **token_path** path to dir with credentials
- **api_version** Current Facebook API version.

Details

ads_management permission is required. You need 'Administrator' access to the ad account to remove users.

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
#Attach package
library(rfacebookstat)
#Get token, where 0000000000000 is id of your app in facebook
tk <- fbAuth(0000000000000)
#Remove user with id 001 and 002 from accounts act_0001 and act_0002
fbDeleteAdAccountUsers(user_ids = c(001,002),
                       accounts_id = c("act_0001","act_0002"),
                       api_version = "v2.12",
                       access_token = "abcdef123456" )

## End(Not run)
```
fbGetAdAccounts

Usage

```r
fbGetAdAccountCustomAudiences(
  business_ids = getOption("rfacebookstat.business_id"),
  accounts_id = getOption("rfacebookstat.accounts_id"),
  pixel_id = NULL,
  filtering = NULL,
  api_version = getOption("rfacebookstat.api_version"),
  username = getOption("rfacebookstat.username"),
  token_path = fbTokenPath(),
  access_token = getOption("rfacebookstat.access_token"
)
```

Arguments

- **business_ids**: Your business manager or project ID.
- **accounts_id**: Your account ID, for example 'act_11111111111111111'.
- **pixel_id**: This param fetches audiences associated to specific pixel.
- **filtering**: Filters on the report data. This parameter is an array of filter objects.
- **api_version**: Current Facebook API version.
- **username**: your username on Facebook
- **token_path**: path to dir with credentials
- **access_token**: Your facebook API token.

Value

data.frame with custom audiences data

Author(s)

Alexey Seleznev

See Also

- [Ad Account CustomAudiences API Documentation](#)

Description

fbGetAdAccounts get data frame with available in your business manager ad account list in R.
Usage

```r
fbGetAdAccounts(source_id = getOption("rfacebookstat.business_id"),
                 api_version = getOption("rfacebookstat.api_version"),
                 username = getOption("rfacebookstat.username"),
                 token_path = fbTokenPath(),
                 access_token = getOption("rfacebookstat.access_token"))
```

Arguments

- `source_id`: Your business manager or project ID.
- `access_token`: Your Facebook API token.
- `username`: Your username on Facebook.
- `token_path`: Path to directory with credentials.
- `api_version`: Current Facebook API version.

Value

Data frame with ad account list.

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
fbAccounts <- fbGetAdAccounts(source_id = "xxxxxxxxxxxxx",
                               api_version = "v2.10",
                               access_token = "xxxxxxxxx")
```

```r
## End(Not run)
```

---

**fbGetAdAccountsConversions**

Get list of custom conversion from ad accounts.

Description

Custom conversions on Facebook allows you to optimize and track actions without having to add anything to your Facebook pixel base code. They also allow you to optimize for and track actions that are different from the 9 standard events that come with the Facebook pixel.
Usage

```r
fbGetAdAccountsConversions(
    accounts_id = getOption("rfacebookstat.accounts_id"),
    api_version = getOption("rfacebookstat.api_version"),
    username = getOption("rfacebookstat.username"),
    token_path = fbTokenPath(),
    access_token = getOption("rfacebookstat.access_token"))
```

Arguments

- `accounts_id` : Your account ID, for example 'act_1111111111111111111'.
- `access_token` : Your facebook API token.
- `username` : your username on Facebook
- `token_path` : path to dir with credentials
- `api_version` : Current Facebook API version.

Value

Data frame with custom conversion list.

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
conversions <- fbGetAdAccountsConversions()
```

## End(Not run)

---

**fbGetAdAccountUsers**  
*Get User List From Account*

Description

`fbGetAdAccountUsers` get data frame with adaccounts user list in R.

Usage

```r
fbGetAdAccountUsers(
    accounts_id = getOption("rfacebookstat.accounts_id"),
    business_id = getOption("rfacebookstat.business_id"),
    api_version = getOption("rfacebookstat.api_version"),
    console_type = "progressbar",
    username = getOption("rfacebookstat.username"),
    token_path = fbTokenPath(),
    access_token = getOption("rfacebookstat.access_token"))
```
Arguments

accounts_id  vector with ID of your ad account, for example c("act_00001","act_00002").
business_id  ID by your Business Manager
access_token  Your facebook API token.
console_type  Console output type, "progressbar" or "message"
username  your username on Facebook
token_path  path to dir with credentials
api_version  Current Facebook API version.

Value

Data frame with ad account list.

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
accountUsers <- fbGetAdAccountUsers(accounts_id = c("act_00001","act_00002"),
business_id = 1111111,
access_token = "xxxxxxxxxxxxxxxxxxxxxxxxxxxxx")

## End(Not run)
```

Description

`fbGetAdAccountUsersPermissions` get ad account user list with him permissions. in R.

Usage

```r
fbGetAdAccountUsersPermissions(
    accounts_id =getOption("rfacebookstat.accounts_id"),
    api_version =getOption("rfacebookstat.api_version"),
    console_type = "progressbar",
    username = getOption("rfacebookstat.username"),
    token_path = fbTokenPath(),
    access_token = getOption("rfacebookstat.access_token"))
```
fbGetAdCreative

Get creative list from facebook marketing API

Description

Get ads creatives list with parameters from facebook marketing API. Format which provides layout and contains content for the ad.

Usage

fbGetAdCreative(
  accounts_id = getOption("rfacebookstat.accounts_id"),
  filtering = NULL,
  api_version = getOption("rfacebookstat.api_version"),
  username = getOption("rfacebookstat.username"),
  token_path = fbTokenPath(),
  access_token = getOption("rfacebookstat.access_token"),
  limit = 50)

Arguments

- accounts_id: vector with ID of your ad account, for example c("act_00001","act_00002").
- access_token: Your facebook API token.
- console_type: Console output type.
- username: your username on Facebook
- token_path: path to dir with credentials
- api_version: Current Facebook API version.

Value

Data frame with ad account user permissions list.

Author(s)

Alexey Seleznev

Examples

## Not run:
UP <- fbGetAdAccountUsersPermissions(accounts_id = c("act_00001","act_00002"),
                                   api_version = "v2.10",
                                   access_token = "xxxxxx")
## End(Not run)
Arguments

accounts_id  Your account ID, for example 'act_11111111111111111'.
fILTERING  filter creatives
api_version  Current Facebook API version.
username  your username on Facebook
token_path  path to dir with credentials
access_token  Your facebook API token.
limit  Number of rows per API call

Value

Data frame with ads list.

1. id  The ID of this creative.
2. name  The name of the creative in the creative library.
3. status  The status of this creative.
4. url_tags  A set of query string parameters which will replace or be appended to urls clicked from page post ads, message of the post, and canvas app install creatives only.
5. account_id  The ID of the ad account that this ad belongs to.
5. page_id  ID of a Facebook page. An unpublished page post will be created on this page. User must have Admin or Editor role for this page.
5. link  Link url.
6. message  The main body of the post.
7. caption  Link caption.
8. attachment_style  The style of the attachment
9. description  Link description.
10. image_hash  Hash of an image in your image library with Facebook.

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
library(rfacebookstat)
fb_token <- fbGetToken(app_id = 0000000)
advertising <- fbGetAdCreative(accounts_id = "act_11111111111111111",
api_version = 'v3.0',
access_token = fb_token)

## End(Not run)
```
**fbGetAds**

Get ads list from facebook marketing API

**Description**

Get ads list with parameters from facebook marketing API. Contains information to display an ad and associate it an ad set. Each ad is associated with an ad set and all ads in a set have the same daily or lifetime budget, schedule, and targeting. Creating multiple ads in an ad set helps optimize their delivery based on variations in images, links, video, text or placements.

**Usage**

```r
fbGetAds(accounts_id = getOption("rfacebookstat.accounts_id"),
       api_version = getOption("rfacebookstat.api_version"),
       username = getOption("rfacebookstat.username"),
       token_path = fbTokenPath(),
       access_token = getOption("rfacebookstat.access_token"))
```

**Arguments**

- **accounts_id**: Your account ID, for example 'act_11111111111111111'.
- **api_version**: Current Facebook API version.
- **username**: your username on Facebook
- **token_path**: path to dir with credentials
- **access_token**: Your facebook API token.

**Value**

Data frame with ads list.

1. **id**: The ID of this ad.
2. **name**: Name of the ad.
3. **creative_id**: The ID or creative spec of the ad creative to be used by this ad.
4. **adset_id**: The ID of the ad set, required on creation.
5. **campaign_id**: ID of the ad campaign that contains this ad.
6. **account_id**: The ID of the ad account that this ad belongs to.
7. **bid_amount**: Bid amount for this ad which will be used in auction instead of the ad set bid_amount, if specified. Any updates to the ad set bid_amount will overwrite this value with the new ad set value.
8. **bid_type**: Bid type, one of CPC, CPM, MULTI_PREMIUM, ABSOLUTE_OCPM, CPA
9. **configured_status**: The configured status of the ad.
10. **effective_status**: The effective status of the ad. The status could be effective either because of its own status, or the status of its parent units.
Author(s)

Alexey Seleznev

Examples

```r
## Not run:
library(rfacebookstat)
fb_token <- fbGetToken(app_id = 0000000)
ads <- fbGetAds(accounts_id = "act_11111111111111111",
                  api_version = 'v3.0',
                  access_token = fb_token)
## End(Not run)
```

---

**fbGetAdSets**

*Get creative list from facebook marketing API*

**Description**

Get ads creatives list with parameters from facebook marketing API. An ad set is a group of ads that share the same daily or lifetime budget, schedule, bid type, bid info, and targeting data. Ad sets enable you to group ads according to your criteria, and you can retrieve the ad-related statistics that apply to a set.

**Usage**

```r
fbGetAdSets(accounts_id = getOption("rfacebookstat.accounts_id"),
             api_version = getOption("rfacebookstat.api_version"),
             username = getOption("rfacebookstat.username"),
             token_path = fbTokenPath(),
             access_token = getOption("rfacebookstat.access_token"))
```

**Arguments**

- `accounts_id` Your account ID, for example 'act_11111111111111111'.
- `api_version` Current Facebook API version.
- `username` your username on Facebook
- `token_path` path to dir with credentials
- `access_token` Your facebook API token.
Value

Data frame with ads list.

1. id  
   Ad set ID.

2. name  
   Name of ad set.

3. account_id  
   Ad Account ID.

4. budget_remaining  
   Remaining budget.

5. configured_status  
   The status set at the ad set level. It can be different from the effective status due to its parent campaign. Prefer using 'status' instead of this, one of ACTIVE, PAUSED, DELETED, ARCHIVED.

6. effective_status  
   The effective status of the ad set, which can be either its own status or caused by its parent campaign, one of ACTIVE, PAUSED, DELETED, PENDING_REVIEW, DISAPPROVED, PREAPPROVED, PENDING_BILLING_INFO, CAMPAIGN_PAUSED, ARCHIVED, ADSET_PAUSED.

7. status  
   The status set at the ad set level. It can be different from the effective status due to its parent campaign. The field returns the same value as 'configured_status', and is the suggested one to use (ACTIVE, PAUSED, DELETED, ARCHIVED).

8. created_time  
   Created time.

9. bid_strategy  
   Choose bid strategy for this ad set to suit your specific business goals. Each strategy has tradeoffs and may be available for certain optimization_goals: LOWEST_COST_WITHOUT_CAP: Designed to get the most results for your budget based on your ad set optimization_goal without limiting your bid amount. This is the best strategy if you care most about cost efficiency. However with this strategy it may be harder to get stable average costs as you spend. This strategy is also known as automatic bidding. Learn more in Ads Help Center, About bid strategies: Lowest cost. LOWEST_COST_WITH_BID_CAP: Designed to get the most results for your budget based on your ad set optimization_goal while limiting actual bid to your specified amount. With a bid cap you have more control over your cost per actual optimization event. However if you set a limit which is too low you may get less ads delivery. If you select this, you must provide a bid cap with the bid_amount field. Note: during creation this bid strategy is set if you provide bid_amount only. This strategy is also known as manual maximum-cost bidding. Learn more in Ads Help Center, About bid strategies: Lowest cost. TARGET_COST: Maintains a stable average cost based on your optimization_goal as you raise your ad set budget. Select this strategy if you care most about maintaining stable average costs for your ads. However, note that this strategy may be less cost-efficient than the lowest cost strategy. If you select this, you must provide a target cost with the bid_amount field. Target cost bid strategy is also known as manual average-cost bidding. Learn more in Ads Help Center, About bid strategies: Target cost. Note: If you enable campaign budget optimization, you should set bid_strategy at the parent campaign level.

10. pacing_type  
   Defines the pacing type, standard by default or using ad scheduling
Author(s)
Alexey Seleznev

Examples

```r
## Not run:
library(rfacebookstat)
fb_token <- fbGetToken(app_id = 0000000)
adsets <- fbGetAdSets(accounts_id = "act_111111111111111111",
               api_version = 'v3.0',
               access_token = fb_token)

## End(Not run)
```

---

**fbGetAdVideos**  
*Get videos list from ad accounts*

Description
Load all videos from faceboob ad accounts.

Usage

```r
fbGetAdVideos(accounts_id = getOption("rfacebookstat.accounts_id"),
               api_version = getOption("rfacebookstat.api_version"),
               username = getOption("rfacebookstat.username"),
               token_path = fbTokenPath(),
               access_token = getOption("rfacebookstat.access_token"))
```

Arguments

- `accounts_id` Your account ID, for example 'act_111111111111111111'.
- `api_version` Current Facebook API version.
- `username` Your username on Facebook
- `token_path` Path to dir with credentials
- `access_token` Your facebook API token.

Value
Data frame with video parameters list.

Author(s)
Alexey Seleznev
Examples
## Not run:
ads <- fbGetAdVideos()

## End(Not run)

---

fbGetApps

Get all the apps under a project

Description
Get data frame with list apps under a project.

Usage

```r
fbGetApps(accounts_id = getOption("rfacebookstat.accounts_id"),
api_version = getOption("rfacebookstat.api_version"),
username = getOption("rfacebookstat.username"),
token_path = fbTokenPath(),
access_token = getOption("rfacebookstat.access_token"))
```

Arguments
- `accounts_id` Facebook Ad Account ID.
- `api_version` Current Facebook API version.
- `username` your username on Facebook
- `token_path` path to dir with credentials
- `access_token` Your facebook API token.

Value
Data frame with apps list.

Author(s)
Alexey Seleznev

Examples
## Not run:
accounts <- fbGetAccounts()
fbApps <- fbGetApps(accounts$id)

## End(Not run)
**fbGetBusinessManagers**  
*Get available business Managers.*

**Description**

fbGetBusinessManagers get data frame with available business managers list in R.

**Usage**

```r
fbGetBusinessManagers(api_version = getOption("rfacebookstat.api_version"),
                      username = getOption("rfacebookstat.username"),
                      token_path = fbTokenPath(),
                      access_token = getOption("rfacebookstat.access_token"))
```

**Arguments**

- `access_token`  
  Your Facebook API token.
- `username`  
  Your username on Facebook.
- `token_path`  
  Path to dir with credentials.
- `api_version`  
  Current Facebook API version.

**Value**

Data frame with ad account list.

**Author(s)**

Alexey Seleznev

**Examples**

```r
## Not run:  
BM <- fbGetBusinessManagers(api_version = "v2.10", access_token = "xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx")
## End(Not run)
```
fbGetBusinessManagersUsers

*Get a list of business manager users*

**Description**

Loading user list from business managers.

**Usage**

```r
fbGetBusinessManagersUsers(
    business_ids = getOption("rfacebookstat.business_id"),
    user_types = c('business_users',
                   'system_users',
                   'pending_users'),
    api_version = getOption("rfacebookstat.api_version"),
    username = getOption("rfacebookstat.username"),
    token_path = fbTokenPath(),
    access_token = getOption("rfacebookstat.access_token"))
```

**Arguments**

- **business_ids**: IDs by your Business Manager
- **user_types**: user types: business_users, system_users, pending_users.
- **username**: your username on Facebook
- **token_path**: path to dir with credentials
- **access_token**: Your facebook API token.
- **api_version**: Current Facebook API version.

**Value**

Data frame with business managers user list.

**Author(s)**

Alexey Seleznov

**Examples**

```r
## Not run:
options(rfacebookstat.business_id = 00000000000)

bm_users <- fbGetBusinessManagersUsers()

## End(Not run)
```
fbGetBusinessUserAdAccounts

Get a list of accounts for a business manager user

Description

Loading account list for business manager user.

Usage

```r
fbGetBusinessUserAdAccounts(
  business_users_id = NULL,
  business_id = getOption("rfacebookstat.business_id"),
  api_version = getOption("rfacebookstat.api_version"),
  username = getOption("rfacebookstat.username"),
  token_path = fbTokenPath(),
  access_token = getOption("rfacebookstat.access_token"))
```

Arguments

- `business_users_id`: ID by business manager user.
- `business_id`: ID by your Business Manager.
- `username`: your username on Facebook.
- `token_path`: path to dir with credentials.
- `access_token`: Your facebook API token.
- `api_version`: Current Facebook API version.

Value

Data frame with ad account list.

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
options(rfacebookstat.business_id = 000000000000,
        rfacebookstat.access_token = "abcde12345....")

my_accs <- fbGetBusinessUserAdAccounts(
  business_users_id = 777423445991332
)

## End(Not run)
```
fbGetCampaigns

Get campaign list from facebook marketing API

Description
Get campaign list with parameters from facebook marketing API.

Usage

fbGetCampaigns(accounts_id = getOption("rfacebookstat.accounts_id"),
    api_version = getOption("rfacebookstat.api_version"),
    username = getOption("rfacebookstat.username"),
    token_path = fbTokenPath(),
    access_token = getOption("rfacebookstat.access_token"))

Arguments

accounts_id   Your account ID, for example 'act_11111111111111111'.
api_version   Current Facebook API version.
username      your username on Facebook
token_path    path to dir with credentials
access_token  Your facebook API token.

Value
Data frame with campaign list.

Author(s)
Alexey Seleznev

Examples

## Not run:
library(rfacebookstat)
fb_token <- fbGetToken(app_id = 0000000)
camp <- fbGetCampaigns(accounts_id = "act_11111111111111111",
    api_version = 'v3.0',
    access_token = fb_token)

## End(Not run)
fbGetCatalogs  

Get catalogs

Description

Load catalogs from business manager.

Usage

fbGetCatalogs(business_id = getOption("rfacebookstat.business_id"),
api_version = getOption("rfacebookstat.api_version"),
username = getOption("rfacebookstat.username"),
token_path = fbTokenPath(),
access_token = getOption("rfacebookstat.access_token"))

Arguments

- business_id: ID by your Business Manager
- api_version: Current Facebook API version.
- username: your username on Facebook
- token_path: path to dir with credentials
- access_token: Your API facebook token

Value

Data frame with project list

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
bc <- fbGetCatalogs(business_id = 1111111111,
access_token = "xxxxxxxx")

## End(Not run)
```
### fbGetCostData

*Get facebook ads cost data.*

#### Description

Get cost data for loading it into Google Analytics

#### Usage

```r
defbGetCostData(
    accounts_id = getOption("rfacebookstat.accounts_id"),
    date_start =Sys.Date() - 30,
    date_stop =Sys.Date(),
    utm_source ="facebook",
    utm_medium ="cpc",
    username =getOption("rfacebookstat.username"),
    token_path = fbTokenPath(),
    access_token =getOption("rfacebookstat.access_token")
)
```

#### Arguments

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#### Details

Before loading data create data source at Google Analytics.

#### Value

Data frame with statistic.

#### Author(s)

Alexey Seleznev
Examples

## Not run:

# Use googleAnalyticsR for upload data into Google Analytics
library(googleAnalyticsR)

# load cost data
cost_data <- fbGetCostData(accounts_id = "act_11111",
                           date_start = "2020-05-10",
                           date_stop = "2020-05-14",
                           username = "fb_login")

# upload into GA source
ga_custom_upload_file(accountId = xxxx,
                      webPropertyId = "UA-xxxx-1",
                      customDataSourceId = 'abcdefg',
                      cost_data)

## End(Not run)

---

fbGetLogins

*Get all authorization logins*

Description

Get all your authorized facebook logins

Usage

```r
fbGetLogins(
  token_path = fbTokenPath(),
  set_login = TRUE)
```

Arguments

- **token_path**: path to dir with credentials
- **set_login**: if TRUE you can choose and change current session login

Author(s)

Alexey Seleznev

Examples

## Not run:

fbGetLogins()

## End(Not run)
**fbGetLongTimeToken**  
*Get API facebook long time token.*

**Description**
Change your short time token to long time token.

**Usage**
```r
fbGetLongTimeToken(client_id=NULL, client_secret=NULL, fb_exchange_token=NULL)
```

**Arguments**
- `client_id`: Your App ID.
- `client_secret`: Your App secret.
- `fb_exchange_token`: Your short time API token.

**Value**
API token

**Author(s)**
Alexey Seleznev

---

**fbGetMarketingStat**  
*Get statistic by ad accounts.*

**Description**
fbGetMarketingStat is main function of rfacebookstat package, intended for load statistic data by your ad, adset, campaign or account

**Usage**
```r
fbGetMarketingStat(
  accounts_id = getOption("rfacebookstat.accounts_id"),
  sorting = NULL, level = "account", breakdowns = NULL,
  action_breakdowns = NULL,
  fields = "account_id,campaign_name,impressions,clicks,reach,spend",
  filtering = NULL, date_start = NULL,
  date_stop = NULL, date_preset = "last_30d",
  attribution_window = NULL,
  api_version = getOption("rfacebookstat.api_version"),
)"```
action_report_time = NULL, interval = "day",
use_unified_attribution_setting = FALSE,
use_account_attribution_setting = FALSE,
console_type = "progressbar", request_speed = "normal",
fetch_by = NULL,
username = getOption("rfacebookstat.username"),
token_path = fbTokenPath(),
access_token = getOption("rfacebookstat.access_token")

Arguments

accounts_id  ID of your ad account.
sorting Field to sort the result, and direction of sorting. You can specify sorting direction by appending ".ascending" or ".descending" to the sort field. For example, "reach_descending". This array supports no more than one element. By default, the sorting direction is ascending.
level Represents the level of result. Avable ad, adset, campaign, account.
action_breakdowns group results in the actions field. You can use the following breakdowns for action_breakdowns, for details go or see details
breakdowns Permutations marked with an asterisk (*) can be joined with action_type and action_target_id. Avable age, country, gender, frequency_value, hourly_stats_aggregated_by_advertiser_time_zone, hourly_stats_aggregated_by_audience_time_zone, impression_device, place_page_id, placement, device_platform, product_id, region. See details.
fields List of fields which you want get in R.
filtering Vector of filtering or JSON string with array of filtering parameters, on example
"ad.effective_status IN ARCHIVED" [{/field/:'ad.effective_status',/operator/:'IN',/value/:'ARCHIVED'}], see filtering block for more examples
date_start Start reporting date.
date_stop End reporting day
date_preset Represents a relative time range. This field is ignored if time_range or time_ranges is specified. One of: today, yesterday, this_month, last_month, this_quarter, lifetime, last_3d, last_7d, last_14d, last_28d, last_30d, last_90d, last_week_mon_sun, last_week_sun_sat, last_quarter, last_year, this_week_mon_today, this_week_sun_today, this_year
attribution_window The conversion attribution window provides timeframes that define when we attribute an event to an ad on Facebook. See Attribution Window sections.
request_speed Speed between API request, "normal", "fast" or "slow", depend of you API access level.
fetch_by Character, split your request by time interval, one of: day, week, month, quarter, year.
api_version Current Facebook API version.
action_report_time Determines the report time of action stats.
interval  Character value for split by time interval, one of "day", "week", "month", "quarter", "year". By default = "day"

use_unified_attribution_setting
   When this parameter is set to true, your ads results will be shown using unified attribution settings defined at ad set level and parameter use_account_attribution_setting will be ignored.

use_account_attribution_setting
   When this parameter is set to true, your ads results will be shown using the attribution settings defined for the ad account.

console_type  Character value for manage console output message, one of "progressbar", "message". By default = "progressbar". See more at Detail

username  your username on Facebook

token_path  path to dir with credentials

access_token  Your facebook API token

Details

   Console_type parameters, if chose "progressbar" you can see load progress in percent, and if chose "message" you get message about loading process.

Value

   Data frame with statistic.

Breakdowns

   Allowed values for breakdowns.

   • ad_format_asset
   • age
   • body_asset
   • call_to_action_asset
   • country
   • description_asset
   • gender
   • image_asset
   • impression_device
   • link_url_asset
   • product_id
   • region
   • title_asset
   • video_asset
   • dma
fbGetMarketingStat

- frequency_value
- hourly_stats_aggregated_byAdvertiser_time_zone
- hourly_stats_aggregated_byAudience_time_zone
- place_page_id
- publisher_platform
- platform_position
- device_platform

Action Breakdowns

Group results in the actions field. You can use the following breakdowns for action_breakdowns. Now you can use next action breakdowns:

- **action_device** The device on which the conversion event you’re tracking occurred. For example, "Desktop" if someone converted on a desktop computer.

- **action_destination** The destination where people go after clicking on your ad. This could be your Facebook Page, an external URL for your conversion pixel or an app configured with the software development kit (SDK).

- **action_reaction** The number of reactions on your ads or boosted posts. The reactions button on an ad allows people to share different reactions on its content: Like, Love, Haha, Wow, Sad or Angry.

- **action_target_id** The id of destination where people go after clicking on your ad. This could be your Facebook Page, an external URL for your conversion pixel or an app configured with the software development kit (SDK).

- **action_type** The kind of actions taken on your ad, Page, app or event after your ad was served to someone, even if they didn’t click on it. Action types include Page likes, app installs, conversions, event responses and more.

- **action_type, action_reaction** Together of action types and reactions breakdown.

Available Combinations Of Breakdowns

Grouping types marked with an asterisk (*) can be combined with action_type, action_target_id, and action_destination (action_target_id).

- action_type *
- action_target_id *
- action_device *
- action_device, impression_device *
- action_device, publisher_platform *
- action_device, publisher_platform, impression_device *
- action_device, publisher_platform, platform_position *
- action_device, publisher_platform, platform_position, impression_device *
- action_reaction
• action_type, action_reaction
• age *
• gender *
• age, gender *
• country *
• region *
• publisher_platform *
• publisher_platform, impression_device *
• publisher_platform, platform_position *
• publisher_platform, platform_position, impression_device *
• product_id *

**Attribution Window**

The conversion attribution window provides time intervals that determine the attribution period of an event for advertising on Facebook. For background information, see Facebook Ads Help Center, How Attribution Reporting Works. We measure the actions that occur when a conversion event occurs and look back in time 1-day, 7-days, and 28 days. To view actions attributed to different attribution windows, use `attribution_window`.

**account_default** Use the account level attribution window setting

**default** The FB default attribution window is 1 day views, 28 day clicks

**inline** Inline attribution only (0 day views, 0 day clicks)

**1d_view** 1 day views, 0 day clicks

**7d_view** 7 day views, 0 day clicks

**28d_view** 28 day views, 0 day clicks

**1d_click** 0 day views, 1 day clicks

**7d_click** 0 day views, 7 day clicks

**28d_click** 0 day views, 28 day clicks

**1d_view_1d_click** 1 day views, 1 day clicks

**7d_view_1d_click** 7 day views, 1 day clicks

**28d_view_1d_click** 28 day views, 1 day clicks

**1d_view_7d_click** 1 day views, 7 day clicks

**1d_view_28d_click** 1 day views, 28 day clicks

**28d_view_28d_click** 28 day views, 28 day clicks

Also you can get more than one attribution window in one request, for example `attribution_window = c('default', '1d_view', '28d_view', '28d_click')`
Filtering

Filters on the report data. This parameter is an array of filter objects. You can set string vector or JSON string with field, operator and value.

**field**  Field for filtering.

**operator**  One of `EQUAL, NOT_EQUAL, GREATER_THAN, GREATER_THAN_OR_EQUAL, LESS_THAN, LESS_THAN_OR_EQUAL, IN_RANGE, NOT_IN_RANGE, CONTAIN, NOT_CONTAIN, IN, NOT_IN, STARTS_WITH, ANY, ALL, AFTER, BEFORE, NONE`.

**value**  Field value for filtering.

Simple filtering:

**Example vector**  `filtering = "publisher_platform IN instagram"`

**Example JSON**  `filtering = [{"field":"publisher_platform","operator":"IN","value":['instagram']}]`

Example of using two or more conditions: `filtering = [{"field":"clicks","operator":"LESS_THAN","value":500}, {"field":"impressions","operator":"GREATER_THAN","value":20000}]`

Filtering by two or more conditions:

**Example vector**  `filtering = c("clicks LESS_THAN 500", "impressions GREATER_THAN 20000")`

**Example JSON**  `filtering = [{"field":"clicks","operator":"LESS_THAN","value":"500"},{"field":"impressions","operator":"GREATER_THAN","value":20000}]`

Filtering with operators `IN_RANGE, NOT_IN_RANGE, IN, NOT_IN`

**Example vector**  `filtering = "publisher_platform IN instagram,facebook"`

**Example JSON**  `filtering = [{"field":"publisher_platform","operator":"IN","value":['instagram','facebook']}]`

Author(s)

Alexey Seleznev

See Also

All available fields, and description of all parameters you can see on this link. More information about breakdowns and action breakdowns on this link. More information about action field in this documentation.

Examples

```r
## Not run:
fbStat <- fbGetMarketingStat(accounts_id = "actxxxxxxxxxxxxxxxx", level = "campaign", fields = "account_name,campaign_name,impressions", breakdowns = "device_platform", date_start = "2016-08-01", date_stop = "2016-08-10", interval = "day", access_token = "xxxxxxxxxxxxxxxxxxxxxxxxxxxxx")

## End(Not run)
```
Description

Load data about all available pages

Usage

```r
fbGetPages(accounts_id = getOption("rfacebookstat.accounts_id"),
            api_version = getOption("rfacebookstat.api_version"),
            username = getOption("rfacebookstat.username"),
            token_path = fbTokenPath(),
            access_token = getOption("rfacebookstat.access_token"))
```

Arguments

- `accounts_id`: Facebook Ad Account ID.
- `api_version`: Current Facebook API version.
- `username`: Your username on Facebook.
- `token_path`: Path to dir with credentials.
- `access_token`: Your Facebook API token.

Value

Data frame with pages list

Author(s)

Alexey Seleznev

Examples

```r
## Not run:
accounts <- fbGetAccounts()
fbPages <- fbGetPages(accounts$id)

## End(Not run)
```
fbGetToken

Get API facebook token.

Description
Get API facebook token for access to facebook ads API.

Usage
fbGetToken(
  app_id = NULL,
  scopes = c("ads_read", "business_management", "pages_manage_ads", "ads_management", "public_profile")
)

Arguments
app_id        ID of your Facebook App
scopes        Permissions provide a way for your app to access data from Facebook. For detail see documentation

Value
API token
'Examples

```r
## Not run:
 tkn <- fbGetToken()

## End(Not run)
```

---

**fbGetUserAdAccounts**  
*User's ad account list.*

**Description**

The advertising accounts to which this person has access.

**Usage**

```r
fbGetUserAdAccounts(
  user_id = "me",
  api_version = getOption("rfacebookstat.api_version"),
  username = getOption("rfacebookstat.username"),
  token_path = fbTokenPath(),
  access_token = getOption("rfacebookstat.access_token"))
```

**Arguments**

- `user_id`  
  Facebook user id.
- `access_token`  
  Your facebook API token.
- `username`  
  your username on Facebook
- `token_path`  
  path to dir with credentials
- `api_version`  
  Current Facebook API version.

**Value**

Data frame with ad account list.

**Author(s)**

Alexey Selezev

**Examples**

```r
## Not run:
 fbAccounts <- fbGetUserAdAccounts()

## End(Not run)
```
fbSetters  

Set rfacebookstat options

**Description**

Set rfacebookstat options in current R session

**Usage**

- `fbSetUsername(username)`
- `fbSetAccount(accounts_ids)`
- `fbSetBusinessId(business_ids)`
- `fbSetTokenPath(token_path)`
- `fbSetApiVersion(api_version)`

**Arguments**

- `accounts_ids` Facebook Ad Account ID.
- `business_ids` IDs by your Business Manager
- `username` your username on Facebook
- `token_path` path to dir with credentials
- `api_version` Current Facebook API version.

**Author(s)**

Alexey Seleznev

---

fbUpdateAdAccountUsers

Add users and update permission list.

**Description**

fbUpdateAdAccountUsers add users and update permission list for users in ad accounts at facebook.

**Usage**

```r
fbUpdateAdAccountUsers(
  user_ids = NULL,
  role = "advertiser",
  accounts_id =getOption("rfacebookstat.accounts_id"),
  api_version =getOption("rfacebookstat.api_version"),
  username =getOption("rfacebookstat.username"),
  token_path = fbTokenPath(),
  access_token =getOption("rfacebookstat.access_token"))
```
**Arguments**

- **accounts_id** vector with ID of your ad account, for example c("act_00001","act_00002").
- **role** Character or integer value, one of administrator, advertiser, ad manager, analyst, sales, direct sales, 1001, 1002, 1003, 1004 (https://developers.facebook.com/docs/marketing-api/aduser/v2.12).
- **access_token** Your facebook API token.
- **user_ids** vector with users ids who need remove from ad account.
- **username** your username on Facebook
- **token_path** path to dir with credentials
- **api_version** Current Facebook API version.

**Details**

Requires: ads_management permission is required. You need 'Administrator' access to the ad account to remove users

Roles: 1001 = Administrator access 1002 = Advertiser, or ad manager, access 1003 = Analyst access 1004 = Direct sales access. For limited, directly managed accounts.

Permissions: 1: ACCOUNT_ADMIN: modify list of people associated with the account. 2: ADMANAGER_READ: view campaigns and ads 3: ADMANAGER_WRITE: manage campaigns and ads 4: BILLING_READ: view account billing information 5: BILLING_WRITE: modify account billing information 7: REPORTS: run reports 9, 10 - Apply to some directly managed accounts. Not currently needed for Marketing API calls

For more details go link (https://developers.facebook.com/docs/marketing-api/aduser/)

**Author(s)**

Alexey Seleznev

**Examples**

```r
## Not run:
#Attach package
library(rfacebookstat)

#Get token, where 0000000000000 is id of your app in facebook
tk <- fbGetToken(0000000000000)

#Add user with id 001 and 002 to accounts act_0001 and act_0002
fbUpdateAdAccountUsers(user_ids = c("001","002"),
                       accounts_id = c("act_0001","act_0002"),
                       role = "advertiser",
                       api_version = "v2.12",
                       access_token = tk)

## End(Not run)
```
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