Package ‘snapchatadsR’

October 28, 2022

Type Package

Title Get Snapchat Ads Data via the 'Windsor.ai' API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Snapchat Ads 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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Repository CRAN

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fetch_snapchatads

A function to fetch Snapchat Ads data from the windsor.ai API

Usage

```r
fetch_snapchatads(
  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_snapchatads_data <- fetch_snapchatads(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_snapchatads_data

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

#### Description

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

#### Usage

my_snapchatads_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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