Package ‘taboolaR’

November 16, 2022

Type Package

Title Get Data from ‘Taboola’ via the ‘Windsor.ai’ API

Version 0.1.0

Description Collect your data on digital marketing campaigns from 'Taboola' 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

Author Pablo Sanchez [cre, aut], Windsor.ai [cph]

Maintainer Pablo Sanchez <pablosama@outlook.es>

Repository CRAN

Date/Publication 2022-11-16 11:50:02 UTC

R topics documented:

  fetch_taboola .......................................................... 2
  my_taboola_data ...................................................... 3

Index 4
fetch_taboola

Description

fetch_taboola A function to fetch Taboola data from the windsor.ai API

Usage

fetch_taboola(  
  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/ for details.

Value

A data frame with the desired data

Examples

```r
## Not run:
my_taboola_data <- fetch_taboola(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_taboola_data

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

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

Usage
my_taboola_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/
Index

* datasets
  my_taboola_data, 3

fetch_taboola, 2

my_taboola_data, 3