Package ‘twitteradsR’

October 27, 2022

Type Package

Title Get Twitter Ads Data via the ‘Windsor.ai’ API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Twitter 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_twitterads

**Description**

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

**Usage**

```r
fetch_twitterads(
  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_twitterads_data <- fetch_twitterads(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_twitterads_data

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

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

Usage
my_twitterads_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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