

Package ‘oRion’

March 30, 2016

Type Package

Title Integrate R & Cheetah Mobile Orion

Version 0.0.1

Date 2016-03-29

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Description Integrate R and Cheetah Mobile Orion platform.
All API calls are implemented as individual functions.

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LazyData TRUE

RoxygenNote 5.0.1

Depends R (>= 3.0.0)

Imports jsonlite,
httr,
plyr,
methods

URL <https://github.com/JohnCoene/oRion>

BugReports <https://github.com/JohnCoene/oRion/issues>

Suggests testthat,
lintr

R topics documented:

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createAd

Create an ad

Description

Create an ad.

Usage

createAd(body)

Arguments

body Body of request that includes ad settings. See examples and details.

Details

Valid ad settings (body):

- `adset_id` Adset id to which the ad belongs.
- `name` Ad name, unique.
- `icon_url` Logo image url. Must be larger than 84*84 px and have an aspect ratio of 1:1, in JPG or PNG format. File must not exceed 100KB.
- `title` Ad headline
- `desc` Description tells people a bit more about your Application. Make sure to clearly explain what you are promoting.
- `button_text` Button display text, use [buttonText](#) to generate otherwise, 1: Download, 2: Install, 3: Check, 4: Free, 5: Play, 6: Buy, 7: More.
- `image_url` Image url. Must be larger than 600*314 px and have an aspect ratio of 1.9:1. Best is 1200*628 px, JPG or PNG format. File size must not exceed 500KB. Image should come from Orion CDN server, please upload image using [createImage](#), see uploaded images with [listImages](#).
- `video_url` URL to video
- `video_img_before_url` Image which will be show before video starts.
- `video_img_after_url` Image which will be show after video ends.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAdset](#), [createImage](#), [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list adsets
adsets <- listAdsets()

# list images
images <- listImages()

# define ad settings
body <- list(
  adset_id = adsets$id[1],
  name = "testAd",
  icon_url = images$thumb[1],
  title = "Download oRion",
  desc = "Download oRion and interact with Orion from your R console",
  button_text = buttonText("install"),
  image_url = images$local_url[1])

# post ad
```

```
createAd(body = body)

## End(Not run)
```

createAdset

Create an adset

Description

Create an adset.

Usage

```
createAdset(body)
```

Arguments

body body of request that includes adset settings. See examples and details

Details

Valid adset settings (body):

- `campaign_id` The campaign id which the ad set is to belongs to
- `audience_create_way` 0: Create audience targeting parameters directly. Audience should be along with this API if choose this `audience_create_way`. 1: Create audience targeting by a template. Note: Once audience created, any changes made on the template will not affect this audience.
- `audience_template_id` Required when `audience_create_way`: 1 or 2
- `bid_type` Use [bidType](#) to generate otherwise, 1: Install (CPI) [Only for KA user], 3: Click (CPC), 4 Impressions (CPM)
- `app_show_type` Use [appShowType](#) to generate otherwise, 50000: Native News Feed, 50001: Mini Native News Feed, 50003: Video Ad, 50008: App Locker Ad
- `name` Ad set name (unique)
- `unit_price` Unit Price. Amount you want to spend to pay per click (CPC) or per 1,000 impressions (CPM)
- `click_url` `click_url`, protocol is required (<http://>, <https://>).
- `deeplink` Deep link is the ability to link into a specific page or function inside of your app, making an app linkable just like a web site. If you are only targeting people who already installed your app, you do not need to add deferred deep linking. Used when the objective of campaign which ad set belonged to is "Get App Reengagement" (`objective` = 4)
- `imp_url` Impression Tracking. An Impression tracking is an optional URL that allows you to track how many people viewed your ads through third-party tracking system, and our system supported macro is Gaid, e.g. <http://host/imp?gaid=gaid>. Used when the bid type is "CPM" `bid_type` = 4
- `budget_lifetime` Your budget is the maximum amount you want to spend. If you choose lifetime, the amount you enter is the maximum you'll spend during the lifetime of your ad set. At least one of `budget_daily` and `budget_lifetime` is filled.

- **budget_daily** Your budget is the maximum amount you want to spend. If you choose Per Day, the amount you enter is the maximum you'll spend each day. At least one of "budget_daily" and "budget_lifetime" is filled.
- **start_time** Start time for the adset (i.e.: 2015-09-09 10:10)
- **end_time** End time for the adset (i.e.: 2015-09-09 10:10)
- **ad_scheduling** Your ad set will either run continuously within some days or within some hours range you select. (JSON) i.e.: {1:[1,2],7:[1,2,23]}
- **delivery_type** Use [deliveryType](#) to generate otherwise, 0: Standard delivery, 1: Accelerated delivery. Standard delivery is recommended and the preferred option for most advertisers. Accelerated delivery can be useful for promoting time-sensitive events and quickly reaching a target audience.
- **target_cpi** Target CPI. Only for KA user. 3: Click (CPC)
- **freq_type** Frequency Capping type. Frequency capping controls frequency capping of the ad set per user.
- **freq_times** Frequency Capping type. Frequency capping controls frequency capping of the ad set per user.
- **country** Audience country code. Narrow your potential audience to the people in those countries. Using '|' separated if more than one country. i.e.: US|ID|CN. See [dictCountry](#)
- **language** Audience language code, i.e.: en see [dictLanguage](#)
- **gender** Use [gender](#) to generate otherwise, 0: All, 1: Male, 2 Female
- **age** Audience age. Use [age](#) to generate otherwise, 1: 18-24, 2: 25-30, 3: 32-40, 4: 41+.
- **interest** Audience interest. Reach users based on their specific interests. See [dictInterest](#)
- **behavior** Audience behavior. Reach users based on app usage and other behaviors. See [dictBehaviour](#)
- **device_brand** Audience device brand. See [dictDevice](#)
- **min_device_os** Min OS version of audience used, blank for unrestricted. See [dictOS](#)
- **max_device_os** Max OS version of audience used, blank for unrestricted. See [dictOS](#)
- **net_type** Use [netType](#) to generate otherwise, 0: All, 1: Wifi, 2: 2G/3G/4G
- **dsp_url** Bid request url of DSP when this pre-targeting condition meets.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createCampaign](#), [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list of campaigns
camps <- listCampaigns()
```

```
# list of audience templates
audiences <- listAudiences()

# create adset using random template, in random campaign
createAdset(body = list(
  name = "testAdset",
  bid_type = bidType("cpi"),
  unit_price = 1000,
  budget_lifetime = 10000,
  campaign_id = sample(camps$id, 1),
  audience_create_way = 2,
  app_show_type = appShowType("newsfeed"),
  audience_template_id = sample(audiences$id, 1),
  click_url = "http://app.adjust.io"))

## End(Not run)
```

createAudience	<i>Create an audience targeting template</i>
----------------	--

Description

Create an audience targeting template.

Usage

```
createAudience(body)
```

Arguments

body	body of request that includes audience targeting template settings. See examples and details.
------	---

Details

Valid audience target template settings (body):

- audience_template_name Audience targeting template name (unique).
- audience_template_desc Description for the audience targeting template.
- country Audience country code. Narrow your potential audience to the people in those countries. Using 'l' separated if more than one country. i.e.: US|ID|CN, typically returned by [dictCountry](#)
- language Audience language code, i.e.: en, typically returned by [dictLanguage](#)
- gender Use [gender](#) to generate otherwise, 0: All, 1: Male, 2 Female
- age Audience age. Use [age](#) to generate otherwise, 1: 18-24, 2: 25-30, 3: 32-40, 4: 41+.
- interest Audience interest. Reach users based on their specific interests, typically returned by [dictInterest](#)
- behavior Audience behavior. Reach users based on app usage and other behaviors, typically returned by [dictBehaviour](#)
- device_brand Audience device brand, typically returned by [dictDevice](#)

- min_device_os Min OS version of audience used, blank for unrestricted, typically returned by [dictOS](#)
- max_device_os Max OS version of audience used, blank for unrestricted, typically returned by [dictOS](#)
- net_type Use [netType](#) to generate otherwise, 0: All, 1: Wifi, 2: 2G/3G/4G
- dsp_url Bid request url of DSP when this pre-targeting condition meets.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [helpers](#), [dictCountry](#), [dictLanguage](#), [dictInterest](#), [dictBehaviour](#), [dictDevice](#), [dictOS](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# pick two random countries
locations <- paste0(sample(dictCountry()$code, 1), "|",
                    sample(dictCountry()$code, 1))

# create audience
createAudience(body = list(
  audience_template_name = "test",
  audience_template_desc = "test template",
  country = locations,
  language = sample(dictLanguage()$code, 1),
  net_type = netType("wifi")),
  interest = dictInterst()$pid[1])

# retrieve audience
aud <- listAudiences(n = 100)

## End(Not run)
```

createCampaign

Create a campaign.

Description

Create a campaign

Usage

```
createCampaign(body)
```

Arguments

body Body of request that includes campaigns settings. See examples and details.

Details

Valid campaign settings (body):

- name Campaign name should be unique under the same user account.
- budget_type can take either daily or lifetime, see [budgetType](#).
- budget_daily Required when budget_type equals to daily
- budget_lifetime Required when budget_type equals to lifetime
- pkg_name App package name or website domain
- objective Use [objective](#) to generate, otherwise, 1: Drive App Installs, 2: Drive Mobile Site Traffic, 3: Build Brand Awareness, 4: Get App Re-engagement, 5: Get Video Views
- app_type Use [appType](#) to generate, otherwise, 1: Game, 2: App
- web_type Use [webType](#) to generate, otherwise, if objective == 2. 0: None, 1: Ordinary Website, 2: E-commerce Website, 3: Game Website
- landing_page Use [landingPage](#) to generate, otherwise, if objective == 3. 1: Redirect to Google Play, 2: Website

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# set body of request
camp <- list(name = "test",
            budget_type = "daily",
            budget_daily = "1000",
            pkg_name = "someting.test.com",
            objective = objective("installs"),
            app_type = "2",
            web_type = "1",
            landing_page = landingPage("googlePlay"))

# create campaign
createCampaign(body = camp)

## End(Not run)
```

createImage	<i>Upload an image</i>
-------------	------------------------

Description

Upload an image

Usage

```
createImage(file)
```

Arguments

file	Image data, supports JPEG, GIF and PNG.
------	---

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# upload image
createImage(file = paste0(.libPaths(), "/png/img/Rlogo.png"))

## End(Not run)
```

createObject	<i>Create any object</i>
--------------	--------------------------

Description

Create any object, see details.

Usage

```
createObject(object, body)
```

Arguments

object	Object to be created, see details for valid values.
body	Body of request that includes campaigns settings. See examples.

Details

Valid values for object:

- audience, see [createAudience](#) for details.
- campaign, see [createCampaign](#) for details.
- adset, see [createAdset](#) for details.
- ad, see [createAd](#) for details.

createObject can essentially replace any other create family functions. See examples.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAudience](#), [createCampaign](#), [createAdset](#), [createAd](#) and [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# set body of request for campaign
camp <- list(name = "test",
             budget_type = "daily",
             budget_daily = "1000",
             pkg_name = "test",
             objective = objective("traffic"),
             app_type = appType("game"),
             web_type = webType("game"),
             landing_page = "2")

# create campaign
new_camp <- createObject(body = camp, object = "campaign")

# equivalent to
# new_camp <- createCampaign(body = camp)

showCampaign(campaign.id = new_camp$id)

## End(Not run)
```

deleteAd

Delete an ad

Description

Delete an ad.

Usage

```
deleteAd(ad.id)
```

Arguments

ad.id id of object to delete

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAd](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list adsets
adsets <- listAdsets()

# list images
images <- listImages()

# create an ad
# define ad settings
body <- list(
  adset_id = adsets$id[1],
  name = "My Ad",
  icon_url = images$thumb[1],
  title = "Ad Title",
  desc = "Ad description",
  button_text = buttonText("install"),
  image_url = images$local_url[1])

# post ad
ad <- createAd(body = body)

# delete the ad
deleteAd(ad.id = ad$id)

## End(Not run)
```

deleteAdset

Delete an adset

Description

Delete an adset.

Usage

```
deleteAdset(adset.id)
```

Arguments

adset.id id of object to delete

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orion0Auth](#), [createAdset](#)

Examples

```
## Not run:
# authenticate
orion0Auth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list of campaigns
camps <- listCampaigns()

# list of audience templates
audiences <- listAudiences()

# create adset using random template, in random campaign
adset <- createAdset(body = list(
  name = "My Adset",
  bid_type = bidType("CPI"),
  unit_price = 1000,
  budget_lifetime = 10000,
  campaign_id = sample(camps$id, 1),
  audience_create_way = 2,
  app_show_type = appShowType("newsfeed"),
  audience_template_id = sample(audiences$id, 1),
  click_url = "http://app.adjust.io"))

# delete random adset
deleteAdset(adset.id = adset$id)

## End(Not run)
```

deleteAudience

Delete an audience targeting template

Description

Delete audience targeting template.

Usage

```
deleteAudience(audience.id)
```

Arguments

audience.id id of object to delete

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAudience](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list audiences
audiences <- listAudiences()

# delete random audience template
deleteAudience(audience.id = sample(audiences$id, 1))

## End(Not run)
```

deleteCampaign	<i>Delete a campaign</i>
----------------	--------------------------

Description

Delete a campaign.

Usage

```
deleteCampaign(campaign.id)
```

Arguments

campaign.id id of object to delete

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createCampaign](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# set body of request
camp <- list(name = "My Campaign",
             budget_type = "daily",
             budget_daily = "1000",
             pkg_name = "someting.test.com",
             objective = objective("installs"),
             app_type = "2",
             web_type = "1")

# create campaign
campaign <- createCampaign(body = camp)

# delete random campaign
deleteCampaign(campaign.id = campaign$id)

## End(Not run)
```

deleteObject

*Delete any object***Description**

Delete campaign, adsets, ads or audience templates, see details and examples.

Usage

```
deleteObject(object, id)
```

Arguments

object	Object to be deleted, see details for valid values.
id	id of object to delete

Details

Valid values for object:

- audience, see [deleteAudience](#) for details.
- campaign, see [deleteCampaign](#) for details.
- adset, see [deleteAdset](#) for details.
- ad, see [deleteAd](#) for details.

deleteObject can essentially replace any other delete family functions. See examples.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orion0Auth](#), [deleteAudience](#), [deleteCampaign](#), [deleteAdset](#) and [deleteAd](#)

Examples

```
## Not run:
# authenticate
orion0Auth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list ads
ads <- listObjects(object = "ad")

# delete
# set seed for reproducibility
set.seed(19880525)

# delete random ad
deleteObject(object = "ad", id = sample(ads$id, 1))

# the above is equivalent to
# deleteAd(ad.id = sample(ads$id, 1))

## End(Not run)
```

dictBehaviour

List available behaviours

Description

Fetch list of behaviours.

Usage

```
dictBehaviour()
```

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orion0Auth](#), [createAudience](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict behaviours
(behaviours <- dictBehaviour())

# create target audience template
createAudience(body = list(
  audience_template_name = "target game addicts",
  behavior = behaviours$code[1]
))

## End(Not run)
```

dictCity*List valid cities*

Description

Fetch list of cities.

Usage

```
dictCity(state.code)
```

Arguments

state.code Code of country as returned by [dictState](#), see examples.

Author(s)

John Coene <john.coene@cmcm.com>

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict states of random country
states <- dictState(country.code = "US")

# dict cities
cities <- dictCity(state.code = sample(states$code, 1))

## End(Not run)
```

dictCountry	<i>List valid countries</i>
-------------	-----------------------------

Description

Fetch list of countries.

Usage

```
dictCountry()
```

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAudience](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict countries
countries <- dictCountry()

# create audience with country settings
createAudience(body = list(
  audience_template_name = "countries",
  country = paste0(countries$code[1:5], collapse="|")
))

## End(Not run)
```

dictDevice	<i>List valid device models</i>
------------	---------------------------------

Description

Fetch list of device models.

Usage

```
dictDevice()
```

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAudience](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict mobile devices
(devices <- dictDevice())

# create audience with device setting
createAudience(body = list(
  audience_template_name = "target specific device users",
  device_brand = sample(devices$id, 1)
))

## End(Not run)
```

dictInterest	<i>List available interests</i>
--------------	---------------------------------

Description

Fetch list of interests.

Usage

```
dictInterest()
```

Author(s)

John Coene <john.coene@cmcm.com>

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict interests
head(int <- dictInterest())

# filter transportation-related interests
trans <- int[grepl("Transportation", int$value),]

# create target audience template
createAudience(body = list(
  audience_template_name = "target specific interests",
  interest = trans$pid[1])
```

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

dictLanguage	<i>List valid languages</i>
--------------	-----------------------------

Description

Fetch list of languages.

Usage

```
dictLanguage()
```

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createAudience](#)

Examples

```
## Not run:  
# authenticate  
orionOAuth(client.id = 0000,  
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")  
  
# dict languages  
head(lang <- dictLanguage())  
  
# filter russian language code  
russian <- subset(lang, value == "Russian")$code  
  
# create audience  
createAudience(body= list(  
  audience_template_name = "target Russian speakers",  
  language = russian  
)  
)  
  
## End(Not run)
```

dictOS	<i>List valid OS versions</i>
--------	-------------------------------

Description

Fetch list of OS versions.

Usage

```
dictOS()
```

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orion0Auth](#), [createAudience](#)

Examples

```
## Not run:
# authenticate
orion0Auth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict os versions
versions <- dictOS()

# create audience
createAudience(body = list(
  audience_template_name = "target android >= 3.0",
  min_device_os = versions[versions$value == "3.0", ]
))

## End(Not run)
```

dictState	<i>List valid states</i>
-----------	--------------------------

Description

Fetch list of states.

Usage

```
dictState(country.code)
```

Arguments

`country.code` Code of country as returned by [dictCountry](#), see examples.

Author(s)

John Coene <john.coene@cmcm.com>

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# dict countries
country <- dictCountry()

# dict states of random country
states <- dictState(country.code = sample(country$code, 1))

# dict US states
us <- dictState(country.code = "US")

# filter states starting with A (because why not?)
a_states <- us[grepl("^A", us$value),]

# create audience
createAudience(body = list(
  audience_template_name = "A-states",
  country = "US",
  region = paste0(a_states$code, collapse="|")
))

## End(Not run)
```

getReport

Get data

Description

Fetch data.

Usage

```
getReport(column = c("impression", "click"), group.by = c("datetime",
  "campaign"), action = "advertiser", filter = NULL, start,
  end = Sys.Date())
```

Arguments

column	Variables to retrieve, see details for valid values. Defaults to c("impression", "click"). Must pass at least 2 values (vector of length >= 2). Required.
group.by	How to breakdown the data, see @details for valid values. Defaults to c("datetime", "campaign"). Must pass at least 2 values (vector of length >= 2). Required.
action	target node, currently only supports "advertiser" (default).

filter	Defaults to NULL. Optional.
start	Start date (YYYY-MM-DD). Required.
end	End date (YYYY-MM-DD), defaults to Sys.Date(). Required.

Details

The official documentation can be found [here](#).

Valid values for column:

- impression
- click
- conversion
- revenue
- ctr
- cpm

Valid values for group.by:

- age
- gender
- location
- brand
- ad
- adset
- campaign
- videotype

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orion0Auth](#)

Examples

```
## Not run:
# authenticate
orion0Auth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# get daily campaign impressions and conversions for the past 7 days
dat <- getReport(column = c("impression", "conversion"),
                 group.by = c("datetime", "campaign"),
                 start = Sys.Date() - 7)

## End(Not run)
```

helpers*Get the settings right*

Description

These functions attempt to facilitate setting up campaigns, adsets, ads and audience targeting templates by allowing to pass more readable settings

Usage`budgetType(x)``objective(x)``appType(x)``webType(x)``landingPage(x)``bidType(x)``appShowType(x)``deliveryType(x)``gender(x)``age(x)``netType(x)``buttonText(x)``switchIt(x)``audienceCreation(x)`**Arguments**

x	Setting to convert
---	--------------------

Value

Returns correct value to pass to API.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [createCampaign](#), [createAdset](#), [createAd](#) and [createAudience](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# settings with helpers
settings <- list(name = "test",
                 budget_type = budgetType("daily"),
                 budget_daily = "1000",
                 pkg_name = "test.com",
                 objective = objective("installs"),
                 app_type = appType("game"),
                 web_type = webType("ecommerce"),
                 landing_page = landingPage("googlePlay"))

# settings WITHOUT helpers
nohelpers <- list(name = "test",
                 budget_type = "daily",
                 budget_daily = "1000",
                 pkg_name = "test.com",
                 objective = "1",
                 app_type = "1",
                 web_type = "2",
                 landing_page = "1")

identical(settings, nohelpers)

# create campaign
createCampaign(body = settings)

## End(Not run)
```

listAds

List ads

Description

List ads under the authenticated account.

Usage

```
listAds(n = 50)
```

Arguments

n Number of ads to retrieve, defaults to 50

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

(ads <- listAds(n = 100))

## End(Not run)
```

listAdsets

List adsets

Description

List of adsets under the authenticated account.

Usage

```
listAdsets(n = 50)
```

Arguments

n Number of adsets to retrieve, defaults to 50

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

(adsets <- listAdsets(n = 50))

## End(Not run)
```

listAudiences	<i>List audience targeting templates</i>
---------------	--

Description

List of audience templates under the authenticated account.

Usage

```
listAudiences(n = 50)
```

Arguments

n	Number of audience templates to retrieve, defaults to 50
---	--

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

(aud <- listAudiences(n = 50))

## End(Not run)
```

listCampaigns	<i>List campaigns</i>
---------------	-----------------------

Description

List of campaigns under the authenticated account.

Usage

```
listCampaigns(n = 50)
```

Arguments

n	Number of campaigns to retrieve, defaults to 50
---	---

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

head(camps <- listCampaigns(n = 100))

## End(Not run)
```

listImages	<i>List images</i>
------------	--------------------

Description

List of images under the authenticated account.

Usage

```
listImages(n = 50)
```

Arguments

n Number of images to retrieve, defaults to 50

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

(images <- listImages())

## End(Not run)
```

listObjects	<i>List any object</i>
-------------	------------------------

Description

List any objects from the API, see details for valid values.

Usage

```
listObjects(object, n = 50)
```

Arguments

object	Nodes to target. See details
n	Number of objects to retrieve, defaults to 50

Details

Valid values for objects:

- image, see [listImages](#) for details.
- audience, see [listAudiences](#) for details.
- campaign, see [listCampaigns](#) for details.
- adset, see [listAdsets](#) for details.
- ad, see [listAds](#) for details.

listObject can essentially replace any other list family functions. See examples.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listImages](#), [listAudiences](#), [listCampaigns](#), [listAdsets](#) and [listAds](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list campaigns with listCampaigns
camps <- listCampaigns()

# list campaigns with listObjects
obj <- listObjects(object = "campaign")

# identical results
identical(camps, obj)

## End(Not run)
```

map	<i>Visualise your account</i>
-----	-------------------------------

Description

Return edge list of objects in the authenticated user's account, to help one visualise campaigns, adsets, ads and audience templates.

Usage

```
map(campaigns, adsets, ads, audiences)
```

Arguments

campaigns	Data frame of campaigns as returned by listCampaigns
adsets	Data frame of campaigns as returned by listAdsets
ads	Data frame of campaigns as returned by listAds
audiences	Data frame of campaigns as returned by listAudiences

Details

Maps the network of object under the authenticated user, follows the typical advertising structure.

- 1User
- 2Campaigns
- 3Adsets
- 4Ads
- 4Audiences

Under the uauthenticated user are campaigns, under campaigns lie adsets to which audience targeting templates and ads belong.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listAudiences](#), [listCampaigns](#), [listAdsets](#), [listAds](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list required objects
ads <- listAds(n = 500)
adsets <- listAdsets(n = 500)
campaigns <- listCampaigns(n = 500)
```

```

audiences <- listAudiences(n = 500)

network <- map(campaigns, adsets, ads, audiences)

# plot with igraph
# plot ids
g <- igraph::graph.data.frame(network[,1:2], directed = TRUE)
plot(g)

# plot names
g <- igraph::graph.data.frame(network[,3:4], directed = TRUE)
plot(g)

# plot with networkd3
networkD3::simpleNetwork(Data = network, Source = "source.name",
                        Target = "target.name")

## End(Not run)

```

oRion

oRion *Integrate R and Orion.*

Description

Interact with Cheetah Mobile's Orion Platform from your R console.

Functions

Families.

OAuth

- [orionOAuth](#)

Get

- [getReport](#)

show family Show items

- [showAd](#)
- [showAdset](#)
- [showAdsetAudience](#)
- [showCampaign](#)
- [showObject](#)

create family Create items

- [createAd](#)
- [createAdset](#)
- [createCampaign](#)
- [createImage](#)

- [createObject](#)

delete family Create items

- [deleteAd](#)
- [deleteAdset](#)
- [deleteCampaign](#)
- [deleteAudience](#)
- [deleteObject](#)

dict family Fetch dictionaries

- [dictCity](#)
- [dictCountry](#)
- [dictDevice](#)
- [dictInterest](#)
- [dictLanguage](#)
- [dictOS](#)
- [dictState](#)

update family Update items

- [updateAd](#)
- [updateAdset](#)
- [updateCampaign](#)
- [updateObject](#)

list family List items

- [listAds](#)
- [listAdsets](#)
- [listCampaigns](#)
- [listImages](#)
- [listObjects](#)

helpers List items

- [budgetType](#)
- [objective](#)
- [appType](#)
- [webType](#)
- [landingPage](#)
- [bidType](#)
- [appShowType](#)
- [deliveryType](#)
- [gender](#)
- [age](#)
- [netType](#)
- [buttonText](#)
- [switchIt](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# set body of campaign
camp <- list(name = "test",
             budget_type = "daily",
             budget_daily = "1000",
             pkg_name = "test",
             objective = objective("installs"),
             app_type = "2",
             web_type = "1",
             landing_page = landingPage("googlePlay"))

# create campaign
createCampaign(camp)

# list campaigns
campaigns <- listCampaigns(n = 100)

# pick two random countries
locations <- paste0(sample(dictCountry()$code, 1), "|",
                    sample(dictCountry()$code, 1))

# create audience template to use in adset
createAudience(body = list(
  audience_template_name = "test",
  audience_template_desc = "test template",
  country = locations,
  language = sample(dictLanguage()$code, 1),
  net_type = netType("wifi"),
  interest = dictInterst()$pid[1])

# list audience template
audiences <- listAudiences(n = 50)

# create adset
createAdset(body = list(
  name = "testAdset",
  bid_type = appShowType("CPI"),
  unit_price = 1000,
  budget_lifetime = 10000,
  campaign_id = sample(campaigns$id, 1),
  audience_create_way = 2,
  app_show_type = appShowType("newsfeed"),
  audience_template_id = sample(audiences$id, 1),
  click_url = "http://app.myApp.io"))

# list adsets
adsets <- listAdsets()

# upload image to use in ad
createImage(file = paste0(.libPaths(), "/png/img/Rlogo.png"))
```



```

# list images
images <- listImages()

# define ad settings
body <- list(
  adset_id = adsets$id[1],
  name = "testAd",
  icon_url = images$thumb[1],
  title = "Download oRion",
  desc = "Download oRion and interact with Orion from your R console",
  button_text = buttonText("install"),
  image_url = images$local_url[1])

# post ad
createAd(body = body)

# list ads
ads <- listAds()

# update ad name
update <- updateAd(ad.id = ad$id[1], body = list(name = "New Ad Name"))

# show updated ad
showAd(ad.id = ads$id[1])

# map ads
map <- map(campaigns, adsets, ads, audiences)
g <- igraph::graph.data.frame(network[,3:4], directed = TRUE)
plot(g)

# get data
# get daily campaign impressions and conversions for the past 7 days
dat <- getReport(column = c("impression", "conversion"),
  group.by = c("datetime", "campaign"),
  start = Sys.Date() - 7)

## End(Not run)

```

orionOAuth

orionAuthenticate

Description

Authenticate the Orion API.

Usage

```
orionOAuth(client.id, client.secret, grant.type = "client_credentials",
  save = FALSE)
```

Arguments

client.id Your client_id

<code>client.secret</code>	Your <code>client_secret</code>
<code>grant.type</code>	Currently only supports <code>client_credentials</code> (default)
<code>save</code>	If TRUE will save the token for future sessions, default to FALSE

Details

Please see the [official documentation](https://api.ori.cmcm.com/doc/#api-Auth-access_token) to apply for the API and get your `client_id` and `client_secret`: api.ori.cmcm.com/doc/#api-Auth-access_token. If the token is stored (`save = TRUE`) then `orionOAuth` does not need to be run in future sessions, see example.

Author(s)

John Coene <john.coene@cmcm.com>

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# test
camp_oauth <- listCampaigns()

# authenticate and save
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0",
            save = TRUE)

# detach and unload package
detach("package:oRion", unload = TRUE)

# no oauth
library(oRion)
camp_noauth <- listCampaigns()

identical(camp_oauth, camp_noauth)

## End(Not run)
```

showAd

Show an ad settings

Description

Retrieve settings of a specific ad.

Usage

```
showAd(ad.id)
```

Arguments

ad.id id of ad to retrieve

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listAds](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list ads
ads <- listAds(n = 100)

# fetch random adset settings
(ad <- showAd(ad.id = sample(ads$id, 1)))

## End(Not run)
```

showAdset

Show an adset settings

Description

Retrieve settings of a specific adset.

Usage

```
showAdset(adset.id)
```

Arguments

adset.id id of adset to retrieve

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listAdsets](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list adsets
adsets <- listAdsets(n = 100)

# fetch random adset settings
(adset <- showAdset(adset.id = sample(adsets$id, 1)))

## End(Not run)
```

showAdsetAudience	<i>Show an adset audience targeting template</i>
-------------------	--

Description

Retrieve the audience templates under a specific adset.

Usage

```
showAdsetAudience(adset.id)
```

Arguments

adset.id id of adset's template to retrieve

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [showAdset](#), [showAudience](#), [listAdsets](#), [listAudiences](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list 50 adsets
adsets <- listAdsets(n = 50)

# show audience template of random adset
audience <- showAdsetAudience(adset.id = sample(adsets$id, 1))

## End(Not run)
```

showAudience	<i>Show an audience targeting template</i>
--------------	--

Description

Retrieve settings of a specific audience targeting template.

Usage

```
showAudience(audience.id)
```

Arguments

audience.id id of audience template to retrieve

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listAudiences](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list ads
audiences <- listAudiences(n = 100)

# fetch random adset settings
(audience <- showAudiences(audience.id = sample(audiences$id, 1)))

## End(Not run)
```

showCampaign	<i>Show a campaign settings</i>
--------------	---------------------------------

Description

Retrieve settings of a specific campaign.

Usage

```
showCampaign(campaign.id)
```

Arguments

campaign.id id of campaign to retrieve

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listCampaigns](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list campaigns
camps <- listCampaigns(n = 100)

# fetch random campaign settings
(camp <- showCampaign(campaign.id = sample(camps$id, 1)))

## End(Not run)
```

showObject

Show any object settings

Description

Retrieve settings of an object, see details.

Usage

```
showObject(object, id)
```

Arguments

object Object to retrieve, see details for valid values.
id id of object to retrieve

Details

Valid values for object:

- audience see [showAudience](#) for details.
- campaign see [showCampaign](#) for details.
- adset see [showAdset](#) for details.
- ad see [showAd](#) for details.

showObject can essentially replace any other show family functions a the execption of [showAdsetAudience](#). See examples.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [showAudience](#), [showCampaign](#), [showAdset](#) and [showAd](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list ads
ads <- listObjects(object = "ad", n = 100)

# fetch first ad
ad <- showObject(object = "ad", id = ads$id[1])

# list campaigns
campaigns <- listObjects(object = "campaign")

# fetch random campaign
campaign <- showObject(id = campaigns$id[1])

# equivalent to
campaign2 <- showCampaign(campaign.id = campaigns$id[1])

identical(campaign, campaign2)

## End(Not run)
```

updateAd

Update an ad

Description

Update ad settings, see details and example.

Usage

```
updateAd(ad.id, body)
```

Arguments

ad.id	id of ad to update
body	Body of request that includes ad settings. See examples and details.

Details

Valid values for body:

- switch Ad switch, use [switchIt](#) otherwise, 1: On, 0: Off.
- name Ad name, unique.
- icon_url Logo image url. Must be larger than 84*84 px and have an aspect ratio of 1:1, in JPG or PNG format. File must not exceed 100KB.
- title Ad headline
- desc Description tells people a bit more about your Application. Make sure to clearly explain what you are promoting.
- button_text Button display text, use [buttonText](#) to generate otherwise, 1: Download, 2: Install, 3: Check, 4: Free, 5: Play, 6: Buy, 7: More.
- image_url Image url. Must be larger than 600*314 px and have an aspect ratio of 1.9:1. Best is 1200*628 px, JPG or PNG format. File size must not exceed 500KB. Image should come from Orion CDN server, please upload image using [createImage](#).
- video_url URL to video
- video_img_before_url Image which will be show before video starts.
- video_img_after_url Image which will be show after video ends.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listAds](#), [createAd](#), [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list ads
ads <- listAds()

# update ad name
update <- updateAd(ad.id = ads$id[1], body = list(
  switch = switch("off"),
  name = "New Ad Name - Paused"))

# show updated campaign
showAd(ad.id = ads$id[1])

## End(Not run)
```


updateAdset

*Update an adset***Description**

Update adset settings, see details and example.

Usage

```
updateAdset(adset.id, body)
```

Arguments

adset.id	id of adset to update
body	Body of request that includes adset settings. See examples and details.

Details

Valid values for body:

- switch Ad switch, use [switchIt](#) otherwise, 1: On, 0: Off.
- name Ad set name (unique)
- unit_price Unit Price. Amount you want to spend to pay per click (CPC) or per 1,000 impressions (CPM)
- click_url click_url, protocol is required (http://, https://).
- deeplink Deep link is the ability to link into a specific page or function inside of your app, making an app linkable just like a web site. If you are only targeting people who already installed your app, you do not need to add deferred deep linking. Used when the objective of campaign which ad set belonged to is "Get App Reengagement" (objective = 4)
- imp_url Impression Tracking. An Impression tracking is an optional URL that allows you to track how many people viewed your ads through third-party tracking system, and our system supported macro is Gaid, e.g. http://host/imp?gaid=gaid. Used when the bid type is "CPM" bid_type = 4
- budget_lifetime Your budget is the maximum amount you want to spend. If you choose lifetime, the amount you enter is the maximum you'll spend during the lifetime of your ad set. At least one of budget_daily and budget_lifetime is filled.
- budget_daily Your budget is the maximum amount you want to spend. If you choose Per Day, the amount you enter is the maximum you'll spend each day. At least one of "budget_daily" and "budget_lifetime" is filled.
- start_time Start time for the adset (i.e.: 2015-09-09 10:10)
- end_time End time for the adset (i.e.: 2015-09-09 10:10)
- ad_scheduling Your ad set will either run continuously within some days or within some hours range you select. (JSON) i.e.: {1:[1,2],7:[1,2,23]}
- delivery_type Use [deliveryType](#) to generate otherwise, 0: Standard delivery, 1: Accelerated delivery. Standard delivery is recommended and the preferred option for most advertisers. Accelerated delivery can be useful for promoting time-sensitive events and quickly reaching a target audience.

- `target_cpi` Target CPI. Only for KA user. 3: Click (CPC)
- `freq_type` Frequency Capping type. Frequency capping controls frequency capping of the ad set per user.
- `freq_times` Frequency Capping type. Frequency capping controls frequency capping of the ad set per user.
- `country` Audience country code. Narrow your potential audience to the people in those countries. Using 'l' separated if more than one country. i.e.: US|ID|CN. See [dictCountry](#)
- `language` Audience language code, i.e.: en see [dictLanguage](#)
- `gender` Use [gender](#) to generate otherwise, 0: All, 1: Male, 2 Female
- `age` Use [age](#) to generate otherwise, Audience age. 1: 18-24, 2: 25-30, 3: 32-40, 4: 41+.
- `interest` Audience interest. Reach users based on their specific interests. See [dictInterest](#)
- `behavior` Audience behaviour. Reach users based on app usage and other behaviors. See [dictBehaviour](#)
- `device_brand` Audience device brand. See [dictDevice](#)
- `min_device_os` Min OS version of audience used, blank for unrestricted. See [dictOS](#)
- `max_device_os` Max OS version of audience used, blank for unrestricted. See [dictOS](#)
- `net_type` Use [netType](#) to generate otherwise, 0: All, 1: Wifi, 2: 2G/3G/4G
- `dsp_url` Bid request url of DSP when this pre-targeting condition meets.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orionOAuth](#), [listAdsets](#), [createAdset](#), [helpers](#), [dictCountry](#), [dictLanguage](#), [dictInterest](#), [dictBehaviour](#), [dictDevice](#), [dictOS](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list adsets
adsets <- listAdsets()

# update adset name
update <- updateCampaign(adset.id = adsets$id[1], body = list(
  switch = switchIt("on"),
  name = "New adset Name - Running"))

# show updated campaign
showAdset(adset.id = adsets$id[1])

## End(Not run)
```

updateAudience	<i>Update an audience targeting template</i>
----------------	--

Description

Update audience targeting template settings, see details and example.

Usage

```
updateAudience(audience.id, body)
```

Arguments

audience.id	id of audience to update
body	Body of request that includes audience template settings. See examples and details.

Details

Valid values for body:

- audience_template_name Audience targeting template name (unique).
- audience_template_desc Description for the audience targeting template.
- country Audience country code. Narrow your potential audience to the people in those countries. Using 'l' separated if more than one country. i.e.: US|ID|CN, typically returned by [dictCountry](#)
- language Audience language code, i.e.: en, typically returned by [dictLanguage](#)
- gender Use [gender](#) to generate otherwise, 0: All, 1: Male, 2 Female
- age Audience age. Use [age](#) to generate otherwise, 1: 18-24, 2: 25-30, 3: 32-40, 4: 41+.
- interest Audience interest. Reach users based on their specific interests, typically returned by [dictInterest](#)
- behavior Audience behavior. Reach users based on app usage and other behaviors, typically returned by [dictBehaviour](#)
- device_brand Audience device brand, typically returned by [dictDevice](#)
- min_device_os Min OS version of audience used, blank for unrestricted, typically returned by [dictOS](#)
- max_device_os Max OS version of audience used, blank for unrestricted, typically returned by [dictOS](#)
- net_type Use [netType](#) to generate otherwise, 0: All, 1: Wifi, 2: 2G/3G/4G
- dsp_url Bid request url of DSP when this pre-targeting condition meets.

Author(s)

John Coene <john.coene@cmcm.com>

See Also

[orion0Auth](#), [listAudiences](#), [createAudience](#), [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list audiences
audiences <- listAudiences()

# update audience name
update <- updateAudience(audience.id = audiences$id[1], body = list(
  audience_template_name = "New Audienced Name",
  audience_template_desc = "New Description"))

# show updated campaign
showAudience(audience.id = audiences$id[1])

## End(Not run)
```

updateCampaign	<i>Update a campaign</i>
----------------	--------------------------

Description

Update campaign settings, see details and example.

Usage

```
updateCampaign(campaign.id, body)
```

Arguments

campaign.id	id of campaign to update
body	Body of request that includes campaigns settings. See examples and details.

Details

Valid values for body:

- switch Ad switch, use [switchIt](#) otherwise, 1: On, 0: Off.
- name Campaign name should be unique under the same user account.
- budget_type can take either daily or lifetime, see [budgetType](#).
- budget_daily Required when budget_type equals to daily
- budget_lifetime Required when budget_type equals to lifetime

Author(s)

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See Also

[orionOAuth](#), [listCampaigns](#), [createCampaign](#), [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list campaigns
camps <- listCampaign()

# update campaign name
update <- updateCampaign(campaign.id = camps$id[1], body = list(
  switch = 0,
  name = "New campaign Name"))

# show updated campaign
showCampaign(campaign.id = camps$id[1])

## End(Not run)
```

updateObject

Update any object

Description

Update any object, see details and example.

Usage

```
updateObject(object, body, id)
```

Arguments

object	Object to be updated, see details for valid values.
body	Body of request that includes campaigns settings. See examples.
id	id of object to update

Details

Valid values for object:

- audience see [updateAudience](#) for details.
- campaign see [updateCampaign](#) for details.
- adset see [updateAdset](#) for details.
- ad see [updateAd](#) for details.

updateObject can essentially replace any other update family functions. See examples.

Author(s)

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See Also

[orionOAuth](#), [updateAudience](#), [updateCampaign](#), [updateAdset](#), [updateAd](#) and [helpers](#)

Examples

```
## Not run:
# authenticate
orionOAuth(client.id = 0000,
            client.secret = "0x00000000x00x0x000xxx0000x0xx0")

# list current adsets
adsets <- listAdsets()

# new settings
settings <- list(switch = switchIt("on"), name = "New Adset Name")

# update adset
update <- updateObject(object = "adset", adset.id = adsets$id[1],
                       body = settings)

# equivalent to
# update <- updateAdset(adset.id = adsets$id[1], body = settings)

# fetch updated list
adsets <- listAdsets()

## End(Not run)
```

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