Package 'bingadsR'

October 29, 2022

Type Package

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

Version 0.1.0

Description Collect your data on digital marketing campaigns from bing 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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R topics documented:

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fetch_bingads   *fetch_bingads A function to fetch bing Ads data from the windsor.ai*
                                 API

Description

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

Usage

```
fetch_bingads(
  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`	he 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

```
## Not run:
my_bingads_data <- fetch_bingads(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)
```

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my_bingads_data	*Sample of digital marketing data from bing Ads downloaded by means of the Windsor.ai API.*

Description

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

Usage

```
my_bingads_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