Package 'rym'

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Type Package

Title R Interface to Yandex Metrica API

```
Version 1.0.6
Maintainer Alexey Seleznev <selesnow@gmail.com>
Description Allows work with 'Management API' for load counters, segments, filters,
      user permissions and goals list from Yandex Metrica, 'Reporting API' allows you to get
      information about the statistics of site visits and other data without
      using the web interface, 'Logs API' allows to receive non-aggregated data and
      'Compatible with Google Analytics Core Reporting API v3' allows
      receive information about site traffic and other data using field names
      from Google Analytics Core API. For more information see official
      documents <a href="https://yandex.ru/dev/metrika/doc/api2/concept/about-docpage">https://yandex.ru/dev/metrika/doc/api2/concept/about-docpage</a>.
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BugReports https://github.com/selesnow/rym/issues
Suggests knitr, rmarkdown
VignetteBuilder knitr
License GPL-2
Imports httr, stringr, utils, purrr
URL https://selesnow.github.io/rym/
Encoding UTF-8
Language ru
NeedsCompilation no
Author Alexey Seleznev [aut, cre] (<a href="https://orcid.org/0000-0003-0410-7385">https://orcid.org/0000-0003-0410-7385</a>),
      Netpeak [cph]
Repository CRAN
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```

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R topics documented:

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Description

Allows work with 'Management API' for load counters, segments, filters, user permissions and goals list from Yandex Metrica, 'Reporting API' allows you to get information about the statistics of site visits and other data without using the web interface, 'Logs API' allows to receive nonaggregated data and 'Compatible with Google Analytics Core Reporting API v3' allows receive information about site traffic and other data using field names from Google Analytics Core API. For more information see official documents https://yandex.ru/dev/metrika/doc/api2/concept/about-docpage.

Details

The DESCRIPTION file:

Package: rym Type: Package

Title: R Interface to Yandex Metrica API

Version: 1.0.6

Authors@R: c(person(given = "Alexey", family = "Seleznev", role = c("aut", "cre"), email = "selesnow@gmail.com", co

Maintainer: Alexey Seleznev <selesnow@gmail.com>

Description: Allows work with 'Management API' for load counters, segments, filters, user permissions and goals list for

Depends: R (>= 3.5.0)

BugReports: https://github.com/selesnow/rym/issues

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Suggests: knitr, rmarkdown

VignetteBuilder: knitr License: GPL-2

Imports: httr, stringr, utils, purrr

URL: https://selesnow.github.io/rym/

Encoding: UTF-8 Language: ru

Author: Alexey Seleznev [aut, cre] (https://orcid.org/0000-0003-0410-7385), Netpeak [cph]

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rym_auth Authentication in Yandex Metrika API

Analytics Core Reporting API'

rym_get_direct_clients

Load Yandex.Direct clients

Core Reporting API (v3)'

Author(s)

NA

Maintainer: Alexey Seleznev <selesnow@gmail.com>

References

Officialrym documents

Management API Documents

Reporting API Documents

API Compatible with Google Analytics Core API v3

Logs API Documentations

Or read vignettes:

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```
vignette("intro-to-rym", package = "rym")
vignette("rym-management-api", package = "rym")
vignette("rym-reporting-api", package = "rym")
vignette("rym-ga-api", package = "rym")
vignette("rym-logs-api", package = "rym")
```

Examples

```
## Not run:
library(rym)
# get counters list
my_counters <- rym_get_counter()</pre>
# join all counters id in string format, like 1,2,3,4,5,...,n
counters_ids <- paste0(my_counters$id, collapse = ",")</pre>
# get statistic from reporting API
reporting <- rym_get_data(counters = counters_ids,</pre>
                           date.from = "2018-08-01",
                           date.to = "yesterday",
                          dimensions = "ym:s:date,
                        ym:s:lastTrafficSource",
                          metrics = "ym:s:visits,
                ym:s:pageviews,
                ym:s:users",
                                     = "-ym:s:date")
                          sort
# get raw data
raw_data <- rym_get_logs(counter = counters_ids[1],</pre>
                               date.from = "2016-12-01",
                               date.to = "2016-12-20",
                               fields = "ym:s:visitID,
            ym:s:date,
ym:s:bounce,
ym:s:clientID,
ym:s:networkType",
                               source = "visits")
## End(Not run)
```

rym-calls

Manage callss

Description

calls Management:

rym_enable_calls Enable calls tracking for the specified counter.

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```
rym_disable_calls Disable calls tracking for the specified counter.
```

rym_upload_calls Upload callss.

rym_allow_calls Returns the date and time from which conversions can be linked to visits for the specified counter.

rym_get_uploadings_callss Returns a list of calls downloads.

Usage

```
rym_enable_calls(
  counter,
             = getOption("rym.user"),
  login
  token.path = getOption("rym.token_path"))
rym_disable_calls(
  counter,
             = getOption("rym.user"),
  login
  token.path = getOption("rym.token_path"))
rym_allow_calls(
  counter,
             = getOption("rym.user"),
  login
  token.path = getOption("rym.token_path"))
rym_upload_calls(
  counter,
  data,
  client.id.type = c("CLIENT_ID", "USER_ID"),
  new.goal.name = NULL,
  comment
                 = paste0("Upload by rym at ", Sys.time()),
                 = getOption("rym.user"),
  login
               = getOption("rym.token_path"))
  token.path
rym_get_uploadings_calls(
  counter,
  login
             = getOption("rym.user"),
  token.path = getOption("rym.token_path"))
```

Arguments

counter Your yandex metrica counter

data data.frame, expense data for loading

client.id.type Type of visitor identifiers: CLIENT_ID or USER_ID

comment Comment for data loading

new.goal.name The name of the new goal for calls in the event that such a goal does not exist.

If the target exists, this parameter is ignored

login character, Your Yandex login

token.path character, Directory for store API credential

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Details

Loading data format.

Require:

UserId, ClientId, Yclid Identifier of the visitor to the site or advertising campaign in Yandex. Direct, for example: 12345

Optional:

StaticCall whether the call is static (1 - static, 0 - dynamic)

Price target price, the decimal separator is the dot (.)

Currency currency in the three-letter format ISO 4217, for example: RUB

PhoneNumber phone number without spaces (with country and city code). For example, +70123456789

TalkDuration call duration in seconds

HoldDuration call waiting time in seconds

CallMissed whether the call is missed (1 - missed, 0 - answered)

Tag custom label. It can be used to mark the quality of a call or its outcome, etc. For example, "the customer was not satisfied with the price"

FirstTimeCaller primary (1 - primary call, 0 - secondary call)

URL The URL from which the call came (the page associated with the event). For example, this could be the landing page for an ad campaign that has a phone number (PhoneNumber)

CallTrackerURL The URL to go to the call tracker interface

Example of CSV file.

Author(s)

Alexey Seleznev

References

See official dox: API documents Upload calls info into Yandex Metrica Calls in Yandex Metrica

Examples

```
## Not run:
# read data for upload
data <- read.csv("https://bit.ly/2CcsNyl")

# enable offline cnversion
rym_enable_calls(
    counter = 123456789,
    login = "your_login"
)

# upload data
rym_upload_calls(
    counter = 123456789,</pre>
```

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```
data = data,
  client.id.type = "CLIENT_ID",
  login = "your_login")

# check uploading
rym_allow_calls(
  counter = 123456789,
  login = "your_login")

## End(Not run)
```

rym-expense-uploading Manage Cost Data Upload

Description

Upload, delete and get list of uploading expense data in 'Yandex Metrica'.

Usage

```
rym_upload_expense(
    counter,
    data,
    comment
               = paste0("Upload bt rym at ", Sys.time()),
               = getOption("rym.user"),
    login
    token.path = getOption("rym.token_path"))
rym_delete_uploaded_expense(
    counter,
    data,
               = paste0("Upload bt rym at ", Sys.time()),
    comment
               = getOption("rym.user"),
    token.path = getOption("rym.token_path"))
rym_get_uploadings_expense(
    counter,
               = getOption("rym.user"),
    token.path = getOption("rym.token_path"))
```

Arguments

counter Your yandex metrica counter

data data.frame, expense data for loading

comment Comment for data loading login character, Your Yandex login

token.path character, Directory for store API credential

Details

Loading data format.

Require:

Date Date in YYYY-MM-DD format

UTMSource Source name, for example google

Expenses Expense size, for example 12.34

Optional:

UTMMedium Medium name, for exmaple cpc

UTMCampaign Campaign name, for example my campaing

UTMTerm Term name, for example my term

UTMContent Content name, for example my contant

Currency in ISO 4217 code

Clicks Clicks number, for example 23

Author(s)

Alexey Seleznev

References

See official dox: API documents Yandex Metrica documents

Examples

```
## Not run:
# prepare data for loading
expense <- data.frame(Date</pre>
                                  = c("2020-06-01",
                                      "2020-06-02"),
                      UTMSource = c("test_s_1",
                                      "test_s_2"),
                      Expenses
                                  = c(88.12,
                                      92.11),
                      UTMMedium = c("cpc",
                                      "cpm"),
                      UTMCampaign = c("camp1",
                                      "camp2"),
                      UTMTerm
                                  = c("term1",
                                      "term2"),
                      UTMContent = c("cont1",
                                      "cont2"),
                                  = c("RUB",
                      Currency
                                      "RUB"),
                      Clicks
                                 = c(11, 15))
# upload data
```

rym_upload_expense(

rym-offline-conversion 9

Description

Offline Conversion Management:

rym_enable_offline_conversion Enable offline conversion tracking for the specified counter.

Manage offline conversions

rym_disable_offline_conversion Disable offline conversion tracking for the specified counter.

rym_upload_offline_conversion Upload offline conversions.

rym_allow_offline_conversion Returns the date and time from which conversions can be linked to visits for the specified counter.

rym_get_uploadings_offline_conversions Returns a list of offline conversion downloads.

```
rym_enable_offline_conversion(
   counter,
   login = getOption("rym.user"),
   token.path = getOption("rym.token_path"))

rym_disable_offline_conversion(
   counter,
   login = getOption("rym.user"),
   token.path = getOption("rym.token_path"))

rym_allow_offline_conversion(
   counter,
```

rym-offline-conversion

```
= getOption("rym.user"),
  token.path = getOption("rym.token_path"))
rym_upload_offline_conversion(
  counter,
  data,
  client.id.type = c("CLIENT_ID", "USER_ID"),
                = paste0("Upload by rym at ", Sys.time()),
  comment
                 = getOption("rym.user"),
  login
  token.path
                 = getOption("rym.token_path"))
rym_get_uploadings_offline_conversions(
  counter,
  login
             = getOption("rym.user"),
  token.path = getOption("rym.token_path"))
```

Arguments

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counter Your yandex metrica counter

data data.frame, expense data for loading

client.id.type Type of visitor identifiers: CLIENT_ID or USER_ID

comment Comment for data loading
login character, Your Yandex login

token.path character, Directory for store API credential

Details

Loading data format.

Require:

UserId, ClientId, Yclid Identifier of the visitor to the site or advertising campaign in Yandex. Direct, for example: 12345

Target Target ID specified when creating the target, for example order_confirmed

DateTime The time at which the conversion occurred in Unix Time Stamp format. Indicate the time in the time zone UTC + 0, for example: 1481718166

Optional:

Price Goal Value, for example: 1000

Currency Three-letter currency code according to ISO 4217, for example: RUB

Example of CSV file.

Author(s)

Alexey Seleznev

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References

See official dox: API documents Yandex Metrica documents

Examples

```
## Not run:
# read data for upload
data <- read.csv("https://bit.ly/2CcsNyl")</pre>
# enable offline cnversion
rym_enable_offline_conversion(
  counter = 123456789,
  login = "your_login"
)
# upload data
rym_upload_offline_conversion(
  counter = 123456789,
               = data,
  client.id.type = "CLIENT_ID",
                = "your_login")
  login
# check uploading
rym_allow_offline_conversion(
  counter = 123456789,
  login = "your_login")
## End(Not run)
```

rym_add_goal

Create goal in 'Yandex Metrica'

Description

Create new goal in 'Yandex Metrica' counter.

```
rym_add_goal(
    counter,
    name,
    type = c("number","action","step","url"),
    is.retargeting = FALSE,
    flag = c(NA, "basket", "order"),
    conditions = NULL,
    login = getOption("rym.user"),
    token.path = getOption("rym.token_path"))
```

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Arguments

counter Yandex Metrika counter ID
name character, goal name

type character, goal type, one of "number", "action", "step", "url"

is.retargeting boolean, if TRUE the goal is retargeting

flag character, target type for Yandex.Market customers

conditions list, the list of conditions, for example list(type = 'exact', url = 'rym-first-goal')

login character, Your Yandex login

token.path character, Directory for store API credential

Author(s)

Alexey Seleznev

References

Official docs of 'Yandex Metrica Management API'

Examples

rym_add_segment

Create segment in 'Yandex Metrica'

Description

Create a new API segment in 'Yandex Metrica' counter.

```
rym_add_segment(
    counter,
    name,
    expression,
    login = getOption("rym.user"),
    token.path = getOption("rym.token_path"))
```

rym_auth

Arguments

counter Yandex Metrika counter ID
name character, segment name

expression character, filter expression, for example "ym:s:trafficSource=='organic'

AND ym:s:isNewUser=='Yes'", for more information go link

login character, Your Yandex login

token.path character, Directory for store API credential

Author(s)

Alexey Seleznev

References

Official docs of 'Yandex Metrica Management API'

See Also

See rym_add_goal() for create new goal in 'Yandex Metrica'.

Examples

```
## Not run:
rym_add_segment(
    counter = 123456789,
    name = "my_segment",
    expression = "ym:s:trafficSource=='organic' AND ym:s:isNewUser=='Yes'",
    login = "your_login")
## End(Not run)
```

rym_auth

Authentication in Yandex Metrika API

Description

Actually you don't need call rym_auth since it will be called when you run any of the functions available in rym.

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Arguments

login character, Your Yandex login

new.user logical, If TRUE you reauth in Yandex Metrika API

token.path character, Directory for store API credential

Details

All your credential save in directory specified in the argument token.path, after save every time you run any function from rym, rym_auth be load credentials from local file login.rymAuth.RData. rym_auth create files for each your logins, which makes it possible use many yandex account in one script. Every tokens expire after 1 year after authentication, but rym_auth automaticly refresh and save you credential 30 days before he expire.

Value

List with credential data.

Author(s)

Alexey Seleznev

References

OAuth 2.0 in Yandex docs - https://tech.yandex.ru/oauth/doc/dg/concepts/about-docpage/

Examples

```
## Not run:
library(rym)
rym_auth(login = "my_login")
## End(Not run)
```

rym_get_counters

Load Yandex Metrica counters

Description

Returns a list of existing counters available to the user.

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Arguments

login character, Your Yandex login

token.path character, Directory for store API credential

search.string character, Filter by line. Counters will be displayed, the identifier, name, site or

mirrors of which contain the specified substring

Value

Data frame with list of yandex metrica counters.

Author(s)

Alexey Seleznev

References

Official docs - https://tech.yandex.ru/metrika/doc/api2/management/counters/counters-docpage/

Examples

```
## Not run:
my_counters <- rym_get_counters(login = "my_login")
## End(Not run)</pre>
```

rym_get_data

Load data by compatible with the 'Google Analytics Core Reporting API'

Description

The Reporting API allows you to obtain information about site visits statistics and other data without using the Yandex.Metrica interface.

```
rym_get_data(direct.client.logins = NULL, counters,
  metrics = "ym:s:visits,ym:s:pageviews,ym:s:users",
  dimensions = NULL, filters = NULL,
  sort = NULL, date.from = "8daysAgo",
  date.to = "yesterday", accuracy = "full",
  include.undefined = TRUE, lang = "ru",
  timezone = NULL, pretty = FALSE,
  login = getOption("rym.user"),
  token.path = getOption("rym.token_path"))
```

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Arguments

direct.client.logins

Logins of Yandex. Direct clients, separated by commas. Can be used to generate

a Direct Expense report.

counters Counter identifiers, separated by commas.

metrics A list of metrics, separated by a comma.

dimensions A list of groupings, separated by a comma.

filters A list of filtring data.

sort A list of metrics and dimension for sorting result data, for desc sorting use -.

date.from Start date in YYYY-MM-DD.

date.to End date in YYYY-MM-DD.

accuracy Sampling level, one of low, medium, high or full. Or numeric from 0 to 1, where

1 - no sampling.

include.undefined

Includes in response rows for which grouping values are not defined.

lang Language, by default ru timezone Timezone for time data.

pretty Specifies the formatting of the result.

login character, Your Yandex login

token.path character, Directory for store API credential

Details

This API have some limits. 1. 10 demensions in the query. 2. 20 metrics in one query. 3. Limit: the number of unique groupings and metrics is up to 10, the number of individual filters is up to 20, the length of the line in the filter is up to 10,000 characters.

Value

Data frame with dimension and metrics.

Author(s)

Alexey Seleznev

References

Reporting API docs

Run vignette("rym-reporting-api", package = "rym") to see the corresponding vignette.

See Also

For load statics you also can use rym_get_ga and rym_get_logs

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Examples

rym_get_direct_clients

Load Yandex.Direct clients

Description

Returns data about Yandex.Direct clients for campaigns that the owner of the Metrics counter has access to.

Usage

Arguments

counters Counter identifiers, separated by commas

login character, Your Yandex login

token.path character, Directory for store API credential

Value

Data frame with Yandex Direct clients.

Author(s)

Alexey Seleznev

References

Reporting API docs

Examples

18 rym_get_filters

| rym_get_filters |
|-----------------|
|-----------------|

Description

Returns information about counter filters.

Usage

Arguments

counter Yandex Metrika counter ID, you can get ids of all your conters over rym_counters

login character, Your Yandex login

token.path character, Directory for store API credential, by default is your work directory

Value

Data frame with list of yandex metrika counter filters

id Filter id.

attr The type of data to which the filter applies. One of referer, uniq_id, client_ip,

title, url.

type The relation or action for the filter, equal, contain, me, start, interval, only_mirrors.

value Filter value.

action Type of filter, include or exclude. status Status of filter, active or disabled.

with_subdomains

Filter by subdomains.

start_ip The first IP address of the range.
start_ip The last IP address of the range.

Author(s)

Alexey Seleznev

References

Official docs

rym_get_ga

Examples

rym_get_ga Work with 'compatible with the Google Analytics Core Reporting API (v3)'

Description

Allows you to perform the following operations: 1. Obtain information about site traffic and other data. 2. Integrate Yandex.Metrica data with applications developed with the 'Google Analytics Core Reporting API (v3)' in mind. 3. Use the usual query parameters when collecting statistics, if you previously worked with the Google Analytics Core Reporting API (v3).

Usage

```
rym_get_ga(start.date = "10daysAgo", end.date = "today",
  counter = NULL, dimensions = "ga:date,ga:sourceMedium",
  metrics = "ga:sessions,ga:bounces,ga:users",
  filters = NULL, sort = NULL,
  sampling.level = "HIGHER_PRECISION",
  login = getOption("rym.user"),
  token.path = getOption("rym.token_path"))
```

Arguments

start.date Start date in format YYYY-MM-DD end.date End date in format YYYY-MM-DD counter Your yandex metrica counter dimensions List of dimensions fields, for example "ga:browser,ga:city", see dictionary of available dimension metrics List of metrics fields, for example "ga:users,ga:sessions", see dictionary of available metrics filters List of filtrind dimensions and metrics. Sorting fields sort sampling.level One of "HIGHER_PRECISION", "FASTER", "DEFAULT" login character, Your Yandex login token.path character, Directory for store API credential

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Details

Limits: 10 metrics for one query. 7 dimensions for one query

Value

Data frame with fields.

Author(s)

Alexey Seleznev

References

```
Official compatible with the Google Analytics Core Reporting API (v3) docs
```

Run vignette("rym-ga-api", package = "rym") to see the corresponding vignette.

See Also

For load statics you also can use rym_get_data() and rym_get_logs()

Examples

rym_get_goals

List of goals

Description

Returns information about the purpose of the yandex metrica counter.

Usage

Arguments

counter Yandex Metrika counter ID
login character, Your Yandex login

token.path character, Directory for store API credential

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Value

Data frame with list of yandex metrica counters

Author(s)

Alexey Seleznev

References

```
Official docs of 'Yandex Metrica Management API'
```

Docs on rym website

Run vignette("rym-management-api", package = "rym") to see the corresponding vignette.

Examples

```
## Not run:
my_counters <- rym_get_goals(login = "my_login")
## End(Not run)</pre>
```

rym_get_logs

Get raw data from yandex metrika.

Description

'Logs API' allows you to receive non-aggregated data collected by Yandex.Metrica. This API is intended for service users who want to independently process statistical data and use them to solve unique analytical problems.

Usage

```
rym_get_logs(counter = NULL, date.from = Sys.Date() - 10, date.to =
    Sys.Date() - 1, fields =
    "ym:s:date,ym:s:counterID,ym:s:dateTime,
ym:s:isNewUser,ym:s:startURL,ym:s:visitDuration,
ym:s:ipAddress,ym:s:referer",
    source = "visits", login = getOption("rym.user"),
token.path = getOption("rym.token_path"))
```

Arguments

| counter | Yandex metrika counter id |
|------------|-----------------------------------------------|
| date.from | Start date in format YYYY-MM-DD |
| date.to | End date in format YYYY-MM-DD |
| fields | List of fields |
| source | Log source, one of "hits" or "visits" |
| login | character, Your Yandex login |
| token.path | character, Directory for store API credential |
| | |

22 rym_get_my_logins

Value

Data frame with values and fields

Author(s)

Alexey Seleznev

References

Visits fields

Hits fields

Logs API docs

Docs on rym website

Run vignette("rym-logs-api", package = "rym") to see the corresponding vignette.

See Also

For load statics you also can use rym_get_data() and rym_get_ga()

Examples

rym_get_my_logins

Show list of auth logins

Description

Get login list, chose and set default yandex login in current R session.

rym_get_segments 23

Arguments

token.path character, Directory for store API credential

set.login logical, if TRUE you set one of your account as session default

Author(s)

Alexey Seleznev

Examples

```
## Not run:
rym_get_my_logins()
## End(Not run)
```

rym_get_segments

List of segments

Description

Returns a list of segments created using the API and related to the specified counter.

Usage

Arguments

counter Yandex Metrika counter ID, you can get ids of all your conters over rym_counters

login character, Your Yandex login

token.path character, Directory for store API credential, by default is your work directory

Value

Data frame with list of yandex metrica counter segments

id Segment id.

counter_id Yandex Metrica counter id.

name Segment name.

expression An expression that matches the value of the filters parameter.

is_retargeting Logical, is retargeting segment or not.

segment_source Source of the segment. Indicates how to create it. Accepts the value of api -

segments that are created using the API are used.

24 rym_users_grants

Author(s)

Alexey Seleznev

References

Official docs of Yandex Metrica Management API

Docs on rym website

Run vignette("rym-management-api", package = "rym") to see the corresponding vignette.

Examples

rym_users_grants

List of users permissions

Description

Returns information about the permissions to manage the counter and viewing statistics from 'management API'.

Usage

Arguments

counter Yandex Metrika counter ID, you can get ids of all your conters over rym_counters

login character, Your Yandex login

token.path character, Directory for store API credential, by default is your work directory

Value

Data frame with list of yandex metrika counter users

user_login Login of the user who has been given permission to manage the counter.

perm Access level, one of view, edit, public_stat.

created_at Date of granting access in the format YYYY-MM-DD'T'hh: mm: ssZ. comment An arbitrary comment. The number of characters can not exceed 255.

partner_data_access

Logical, is partner access or not.

rym_users_grants 25

Author(s)

Alexey Seleznev

References

Official docs

Run vignette("rym-management-api", package = "rym") to see the corresponding vignette.

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