Package 'googleadsR'

November 16, 2022

Type Package

Title Access to 'Google Ads' via the 'Windsor.ai' API

Version 1.0.0

Description Collect marketing data from 'Google Ads' using the 'Windsor.ai' API <https://windsor.ai/api-fields/>.

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Depends R (>= 3.5.0)

Imports jsonlite (>= 1.7.2)

VignetteBuilder knitr

Encoding UTF-8

Language en-US

RoxygenNote 7.2.1

Suggests knitr, rmarkdown, dplyr, ggplot2, tidyr, curl

LazyData true

NeedsCompilation no

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Repository CRAN

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R topics documented:

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fetch_googleads   *Fetch Google Ads Fetch data from 'Google Ads' via 'windsor.ai' API*

Description

Fetch Google Ads Fetch data from 'Google Ads' via 'windsor.ai' API

Usage

```
fetch_googleads(
  api_key,
  date_from = NULL,
  date_to = NULL,
  fields = c("source", "campaign", "clicks", "medium", "sessions", "spend")
)
```

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://www.windsor.ai/api-fields/ for details.

Value

A data frame with the desired data

Examples

```
## Not run:
# api_key needs to be provided by the user.
my_googleads_data <- fetch_googleads(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_data_googleads	*Sample data from the Windsor API.*

Description

A dataset containing sample gooole ads data fetched from windsor.ai API. See more at: https://windsor.ai/api-fields/

Usage

```
my_data_googleads
```

Format

A data frame with 1677 rows and 6 variables:

campaign name of the campaign

clicks number of clicks

spend spend data

medium the type of referals

source source of the data (google, facebook, etc.)

googlesheets googlesheets id

Source

https://windsor.ai/

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