

Package ‘rappleads’

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Title Get Data from 'Apple Ads Campaign Management API'
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| | |
|----------|--------------------------------|
| apl_auth | <i>Apple Ads Authorization</i> |
|----------|--------------------------------|

Description

Apple Ads Authorization

Usage

```
apl_auth(  
  client_id = Sys.getenv("APL_CLIENT_ID"),  
  team_id = Sys.getenv("APL_TEAM_ID"),  
  key_id = Sys.getenv("APL_KEY_ID"),  
  private_key_path = Sys.getenv("APL_PRIVATE_KEY_PATH"),  
  account_name = Sys.getenv("APL_ACCOUNT_NAME"),  
  cache_path = rappdirs::site_data_dir("rappleads")  
)
```

Arguments

| | |
|------------------|--|
| client_id | You receive your clientId when you upload a public key. |
| team_id | The client secret is a JWT that you create and sign with your private key. |
| key_id | The value is your keyId that returns when you upload a public key. |
| private_key_path | Path to the .pem file containing your private key. |
| account_name | Your apple ads account name |
| cache_path | Path to the directory where cached authentication data will be stored. |

Details

This implementation process guides you through the following steps:

1. Invite users with API permissions.
2. Generate a private-public key pair.
3. Extract a public key from your persisted private key.
4. Upload a public key.
5. Set system environments variables.
6. Request an access token.

Generate a Private Key:

API users need to create a private key. If you're using MacOS or a UNIX-like operating system, OpenSSL works natively. If you're on a Windows platform, you need to download [OpenSSL](#).
`openssl ecparam -genkey -name prime256v1 -noout -out private-key.pem`

Extract a Public Key:

`openssl ec -in private-key.pem -pubout -out public-key.pem` Open the public-key.pem file in a text editor and copy the public key, including the begin and end lines.

Upload a Public Key:

Follow these steps to upload your public key:

1. From the Ads UI, choose Account Settings > API. Paste the key created in the above section into the Public Key field.
2. Click Save. A group of credentials displays as a code block above the public key field. Use your clientId, teamId, and keyId to create a client secret.

Set system environments variables:

Run `usethis::edit_r_environ()` and set variables:

- APL_CLIENT_ID
- APL_TEAM_ID
- APL_KEY_ID
- APL_PRIVATE_KEY_PATH
- APL_ACCOUNT_NAME

Request an access token.:

Once the environment variables listed above are set, no further action is required from you — any function from the package will automatically request and refresh the access token when executed.

For more information see [API OAuth documentation](#).

Value

character with access_token

| | |
|----------------------|-------------------------|
| apl_get_access_token | <i>Get access_token</i> |
|----------------------|-------------------------|

Description

Get access_token

Usage

```
apl_get_access_token(  
  client_id,  
  jwt_data,  
  account_name,  
  cache_path = rappdirs::site_data_dir("rappleads")  
)
```

Arguments

| | |
|--------------|--|
| client_id | You receive your clientId when you upload a public key. |
| jwt_data | JWT object apl_get_client_secret() |
| account_name | Your apple ads account name |
| cache_path | Path to the directory where cached authentication data will be stored. |

Value

access_token object

| | |
|-------------|----------------|
| apl_get_ads | <i>Get Ads</i> |
|-------------|----------------|

Description

Get Ads

Usage

```
apl_get_ads(org_id = apl_get_me_details()$parentOrgId)
```

Arguments

| | |
|--------|--------------------------|
| org_id | The value is your orgId. |
|--------|--------------------------|

Value

tibble with ads metadata

Examples

```
## Not run:  
ad <- apl_get_ads()  
  
## End(Not run)
```

| | |
|-------------------|----------------------|
| apl_get_ad_groups | <i>Get Ad Groups</i> |
|-------------------|----------------------|

Description

Get Ad Groups

Usage

```
apl_get_ad_groups(org_id = apl_get_me_details())$parentOrgId)
```

Arguments

org_id The value is your orgId.

Value

tibble with ad group metadata

Examples

```
## Not run:  
ad_group <- apl_get_ad_groups()  
  
## End(Not run)
```

| | |
|-------------------------|-----------------------------------|
| apl_get_ad_group_report | <i>Get Ad Group-Level Reports</i> |
|-------------------------|-----------------------------------|

Description

Get Ad Group-Level Reports

Usage

```
apl_get_ad_group_report(
  org_id = apl_get_me_details()$parentOrgId,
  campaign_id = apl_get_campaigns()$id,
  start_date = Sys.Date() - 8,
  end_date = Sys.Date() - 1,
  group_by = NULL,
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")
)
```

Arguments

| | |
|-------------|--|
| org_id | The value is your orgId. |
| campaign_id | The unique identifier for the campaign. |
| start_date | Start reporting date |
| end_date | End reporting date |
| group_by | Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions |
| granularity | The report data organized by hour, day, week, and month. |

Value

tibble with ad group report

Examples

```
## Not run:
adgr_rep <- apl_get_ad_group_report()

## End(Not run)
```

| | |
|-------------------|-----------------------------|
| apl_get_ad_report | <i>Get Ad-Level Reports</i> |
|-------------------|-----------------------------|

Description

Get Ad-Level Reports

Usage

```
apl_get_ad_report(
  org_id = apl_get_me_details()$parentOrgId,
  campaign_id = apl_get_campaigns()$id,
  start_date = Sys.Date() - 8,
  end_date = Sys.Date() - 1,
  group_by = NULL,
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")
)
```

Arguments

| | |
|-------------|--|
| org_id | The value is your orgId. |
| campaign_id | The unique identifier for the campaign. |
| start_date | Start reporting date |
| end_date | End reporting date |
| group_by | Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions |
| granularity | The report data organized by hour, day, week, and month. |

Value

tibble ad report

apl_get_auth_account_list
Get List of Auth Cached Accounts

Description

Get List of Auth Cached Accounts

Usage

```
apl_get_auth_account_list()
```

Value

character vector with accounts name

apl_get_budget_orders *Get All Budget Orders*

Description

Get All Budget Orders

Usage

```
apl_get_budget_orders(org_id = apl_get_me_details()$parentOrgId)
```

Arguments

| | |
|--------|--------------------------|
| org_id | The value is your orgId. |
|--------|--------------------------|

Value

tibble with budget data

| | |
|-------------------|--------------------------|
| apl_get_campaigns | <i>Get All Campaigns</i> |
|-------------------|--------------------------|

Description

Get All Campaigns

Usage

```
apl_get_campaigns(org_id = apl_get_me_details())$parentOrgId)
```

Arguments

| | |
|--------|--------------------------|
| org_id | The value is your orgId. |
|--------|--------------------------|

Value

tibble with campaigns

Examples

```
## Not run:  
camp <- apl_get_campaigns(org_id = 2623170)  
  
## End(Not run)
```

| | |
|-------------------------|-----------------------------------|
| apl_get_campaign_report | <i>Get Campaign-Level Reports</i> |
|-------------------------|-----------------------------------|

Description

Get Campaign-Level Reports

Usage

```
apl_get_campaign_report(  
  org_id = apl_get_me_details())$parentOrgId,  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  group_by = NULL,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")  
)
```


Arguments

| | |
|-------------|--|
| org_id | The value is your orgId. |
| start_date | Start reporting date |
| end_date | End reporting date |
| group_by | Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions |
| granularity | The report data organized by hour, day, week, and month. |

Value

tibble with report data

Examples

```
## Not run:
camp_rep <- apl_get_campaign_report(
  org_id      = 2623170,
  start_date  = '2025-07-20',
  end_date    = '2025-07-26',
  group_by    = 'countryOrRegion'
)

## End(Not run)
```

apl_get_client_secret *Get client secret*

Description

Get client secret

Usage

```
apl_get_client_secret(
  client_id,
  team_id,
  key_id,
  private_key_path,
  account_name,
  cache_path = rappdirs::site_data_dir("rappleads")
)
```

Arguments

| | |
|------------------|--|
| client_id | You receive your clientId when you upload a public key. |
| team_id | The client secret is a JWT that you create and sign with your private key. |
| key_id | The value is your keyId that returns when you upload a public key. |
| private_key_path | Path to the .pem file containing your private key. |
| account_name | Your apple ads account name |
| cache_path | Path to the directory where cached authentication data will be stored. |

Value

jwt_data

| | |
|-------------------|--------------------------|
| apl_get_creatives | <i>Get All Creatives</i> |
|-------------------|--------------------------|

Description

Get All Creatives

Usage

```
apl_get_creatives(org_id = apl_get_me_details()$parentOrgId)
```

Arguments

| | |
|--------|--------------------------|
| org_id | The value is your orgId. |
|--------|--------------------------|

Value

tibble with campaigns

| | |
|------------------------|----------------------------------|
| apl_get_keyword_report | <i>Get Keyword-Level Reports</i> |
|------------------------|----------------------------------|

Description

Get Keyword-Level Reports

Usage

```
apl_get_keyword_report(  
  org_id = apl_get_me_details()$parentOrgId,  
  campaign_id = apl_get_campaigns()$id,  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  group_by = NULL,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")  
)
```

Arguments

| | |
|-------------|--|
| org_id | The value is your orgId. |
| campaign_id | The unique identifier for the campaign. |
| start_date | Start reporting date |
| end_date | End reporting date |
| group_by | Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions |
| granularity | The report data organized by hour, day, week, and month. |

Value

tibble with keyword report

Examples

```
## Not run:  
keyw_rep <- apl_get_keyword_report()  
  
## End(Not run)
```

| | |
|--------------------|-----------------------|
| apl_get_me_details | <i>Get Me Details</i> |
|--------------------|-----------------------|

Description

Get Me Details

Usage

```
apl_get_me_details()
```

Value

list with userId and parentOrgId

Examples

```
## Not run:
me  <- apl_get_me_details()

## End(Not run)
```

```
apl_get_search_term_report
      Get Search Term-Level Reports
```

Description

Get Search Term-Level Reports

Usage

```
apl_get_search_term_report(
  org_id = apl_get_me_details()$parentOrgId,
  campaign_id = apl_get_campaigns()$id,
  start_date = Sys.Date() - 8,
  end_date = Sys.Date() - 1,
  group_by = NULL,
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")
)
```

Arguments

| | |
|-------------|--|
| org_id | The value is your orgId. |
| campaign_id | The unique identifier for the campaign. |
| start_date | Start reporting date |
| end_date | End reporting date |
| group_by | Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions |
| granularity | The report data organized by hour, day, week, and month. |

Value

tibble search term report

Examples

```
## Not run:
ster_rep <- apl_get_search_term_report(start_date = '2025-06-01')

## End(Not run)
```

| | |
|------------------|-------------------------------------|
| apl_get_user_acl | <i>Get User Access Control List</i> |
|------------------|-------------------------------------|

Description

Get User Access Control List

Usage

```
apl_get_user_acl()
```

Value

tibble

Examples

```
## Not run:  
acs <- apl_get_user_acl()  
  
## End(Not run)
```

| | |
|------------------|-------------------------|
| apl_make_request | <i>Make API request</i> |
|------------------|-------------------------|

Description

Make API request

Usage

```
apl_make_request(endpoint, parser, org_id = NULL, selector = NULL)
```

Arguments

| | |
|----------|---|
| endpoint | API endpoint |
| parser | Parser function |
| org_id | Organization ID |
| selector | Selector objects define what data the API returns when fetching resources. |

Value

API parsed response

| | |
|----------------------|-----------------------------------|
| apl_set_account_name | <i>Set Apple Ads Account Name</i> |
|----------------------|-----------------------------------|

Description

Set Apple Ads Account Name

Usage

```
apl_set_account_name(account_name)
```

Arguments

| | |
|--------------|-----------------------------|
| account_name | Your apple ads account name |
|--------------|-----------------------------|

Value

nothing

| | |
|-------------------|----------------------|
| apl_set_client_id | <i>Set Client ID</i> |
|-------------------|----------------------|

Description

Set Client ID

Usage

```
apl_set_client_id(client_id)
```

Arguments

| | |
|-----------|---|
| client_id | You receive your clientId when you upload a public key. |
|-----------|---|

Value

nothing

| | |
|----------------|------------------|
| apl_set_key_id | <i>Set KeyID</i> |
|----------------|------------------|

Description

Set KeyID

Usage

apl_set_key_id(key_id)

Arguments

| | |
|--------|--|
| key_id | The value is your keyId that returns when you upload a public key. |
|--------|--|

Value

nothing

| | |
|--------------------------|----------------------------|
| apl_set_private_key_path | <i>Set Privat Key Path</i> |
|--------------------------|----------------------------|

Description

Set Privat Key Path

Usage

apl_set_private_key_path(private_key_path)

Arguments

| | |
|------------------|--|
| private_key_path | Path to the .pem file containing your private key. |
|------------------|--|

Value

nothing

| | |
|-----------------|--------------------|
| apl_set_team_id | <i>Set Team ID</i> |
|-----------------|--------------------|

Description

Set Team ID

Usage

```
apl_set_team_id(team_id)
```

Arguments

| | |
|---------|--|
| team_id | The client secret is a JWT that you create and sign with your private key. |
|---------|--|

Value

nothing

| | |
|------------------|---------------------|
| apl_set_timezone | <i>Set Tinezone</i> |
|------------------|---------------------|

Description

Set Tinezone

Usage

```
apl_set_timezone(timezone)
```

Arguments

| | |
|----------|--|
| timezone | You set the default timeZone during account creation through the Apple Search Ads UI. ORTZ (organization time zone) is the default. Possible Values: ORTZ, UTC |
|----------|--|

Value

nothing

| | |
|---------------|------------------------------|
| make_selector | <i>Make request selector</i> |
|---------------|------------------------------|

Description

Make request selector

Usage

```
make_selector(  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY"),  
  sort_field = "startTime",  
  time_zone = getOption("apl.time_zone"),  
  group_by = NULL,  
  part = NULL  
)
```

Arguments

| | |
|-------------|--|
| start_date | start report date |
| end_date | end report date |
| granularity | The report data organized by hour, day, week, and month. |
| sort_field | Specify a field name and grouping to sort the records by ASCENDING or DESCENDING. |
| time_zone | You set the default timeZone during account creation through the Apple Search Ads UI. ORTZ |
| group_by | Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions |
| part | Part of selector |

Details

See [API Documentation](#)

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