# Package 'datoramar'

October 13, 2022

**Type** Package

**Title** Interface to the 'Datorama' API

**Version** 0.1.0

**URL** https://github.com/beigebrucewayne/datoramar

**BugReports** https://github.com/beigebrucewayne/datoramar/issues

**Description** A thin wrapper around the 'Datorama' API.
Ideal for analyzing marketing data from <https://datorama.com>.

**License** MIT + file LICENSE

**Encoding** UTF-8

**LazyData** true

**Imports** httr, jsonlite, tibble

**RoxygenNote** 6.0.1

**NeedsCompilation** no

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**Repository** CRAN

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## R topics documented:

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datorama_query            *A query constructor for the Datorama API*

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**Description**

A query constructor for the Datorama API

**Usage**

```
datorama_query(token = NULL, brandId = NULL, dateRange = c("CUSTOM",
  "CUSTOM_ON_GOING", "YESTERDAY", "WEEK_TO_DATE", "BI_WEEK_TO_DATE",
  "MONTH_TO_DATE", "QUARTER_TO_DATE", "YEAR_TO_DATE", "WEEK_TO_DATE_CUSTOM",
  "BI_WEEK_TO_DATE_CUSTOM", "MONTH_TO_DATE_CUSTOM", "QUARTER_TO_DATE_CUSTOM",
  "YEAR_TO_DATE_CUSTOM", "PREV_WEEK", "PREV_BI_WEEK", "PREV_MONTH",
  "PREV_QUARTER", "PREV_YEAR", "PREV_WEEK_CUSTOM", "PREV_BI_WEEK_CUSTOM",
  "PREV_MONTH_CUSTOM", "PREV_QUARTER_CUSTOM", "PREV_YEAR_CUSTOM", "LAST_WEEK",
  "LAST_BI_WEEK", "LAST_MONTH", "LAST_3_MONTHS", "THIS_WEEK",
  "THIS_BI_WEEK", "THIS_MONTH", "THIS_QUARTER", "THIS_YEAR", "THIS_WEEK_CUSTOM",
  "THIS_BI_WEEK_CUSTOM", "THIS_MONTH_CUSTOM", "THIS_QUARTER_CUSTOM",
  "THIS_YEAR_CUSTOM"), startDate = NULL, endDate = NULL,
  measurements = NULL, dimensions = NULL, groupDimensionFilters = NULL,
  stringDimensionFilters = NULL, stringDimensionFiltersOperator = NULL,
  numberMeasurementFilter = NULL, sortBy = NULL, sortOrder = NULL,
  topResults = NULL, groupOthers = NULL, topPerDimension = NULL)
```

**Arguments**

| | |
|---|---|
| token | A string containing your token for authentication. Get in `datorama_auth` |
| brandId | A string containing the Brand ID |
| dateRange | A string containing date range for query |
| startDate | A string -> format YYYY-MM-DD |
| endDate | A string -> format YYYY-MM-DD |
| measurements | A list of lists including attributes to include -> list(list(name = "Investment")) |
| dimensions | A list of dimensions to be included -> list("Day", "Site Name") |
| groupDimensionFilters | |
| | A list of lists including dimension, operator -> "IN", "NOT IN", and vals for filtering |
| stringDimensionFilters | |
| | A list of lists including dimension, operator -> "EQUALS", "NOT_EQUALS", "NOT_EQUALS_CASE_SENSITIVE", "CONTAINS", "NOT_CONTAINS", "STARTS_WITH", "ENDS_WITH", "IS_EMPTY", "IS_NOT_EMPTY", and val for filtering |
| stringDimensionFiltersOperator | |
| | A string for string dimension filtering -> "AND", "OR" |

numberMeasurementFilter

> A list of lists including filedName (measurement name), operator -> "EQUALS", "NOT_EQUALS", "GREATER", "GREATER_EQUALS", "LESS", "LESS_EQUALS", "IS_NULL", "IS_NOT_NULL", "IS_NAN", "IS_NOT_NAN" and val for filtering

| | |
|---|---|
| sortBy | A string including name of dimension/measurement to sort by |
| sortOrder | A string containing the order of the sort -> "ASC", "DESC" |
| topResults | A string containing the number of results to return |
| groupOthers | Boolean determining whether to group all results not in topResults |

topPerDimension

> Boolean determining whether to return topResults per dimension

## Value

A tibble with the query's response

## Examples

```
## Not run:
datorama_query(token = "aaaaaaaa-bbbb-cccc-dddd-eeeeeeeeeeee",
               brandId = "271",
               dateRange = "CUSTOM",
               startDate = "2017-11-01",
               endDate = "2017-11-20",
               measurements = list(list(name = "Clicks"),
                                   list(name = "Impressions")),
               dimensions = list("Day", "Site Name")
)

## End(Not run)
```

---

datorama_token *Authenticating yourself to Datorama*

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## Description

Authenticating yourself to Datorama

## Usage

```
datorama_token(email, password)
```

## Arguments

| | |
|---|---|
| email | A string containing the email associated with your Datorama account |
| password | A string containing the password associated with your Datorama account |

## Value

A string with your our API token

## Examples

```
## Not run:
datorama_token("someEmail@gmail.com", "password1234")

## End(Not run)
```

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