

Package: bingadsR (via r-universe)

September 18, 2024

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 <https://pablosanmar.r-universe.dev>
RemoteUrl <https://github.com/cran/bingadsR>
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fetch_bingads	<i>fetch_bingads</i> A function to fetch bing Ads data from the windsor.ai API
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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)
```

my_bingads_data	<i>Sample of digital marketing data from bing Ads downloaded by means of the Windsor.ai API.</i>
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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/>

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