

Package: fetchGoogleAnalyticsR (via r-universe)

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Type Package

Title Get Data from Google Analytics via the 'Windsor.ai' API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Google Analytics 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/fetchGoogleAnalyticsR>

RemoteRef HEAD

RemoteSha ca77f00948fa3e389de8381d246ee345fdd133d6

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fetch_googleanalytics *fetch_googleanalytics* A function to fetch Google Analytics data from the windsor.ai API

Description

fetch_googleanalytics A function to fetch Google Analytics data from the windsor.ai API

Usage

```
fetch_googleanalytics(  
  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_googleanalytics_data <- fetch_googleanalytics(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_googleanalytics_data

*Sample of digital marketing data from Google Analytics downloaded
by means of the Windsor.ai API.*

Description

A data set containing sample Google Analytics data fetched from windsor.ai API. See more at:
<https://windsor.ai/>

Usage

my_googleanalytics_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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