

Package ‘rmytarget’

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Type Package

Title Load Data from 'MyTarget API v2'

Version 2.1.8

Date 2019-08-14

Author Alexey Seleznev

Maintainer Alexey Seleznev <selesnow@gmail.com>

Description Allows work with 'MyTarget API v2'
<<https://target.my.com/doc/apiv2/ru/detailed.html>> and
load data by ads, campaigns, agency clients and statistic from
your ads account.

URL <http://selesnow.github.io/rmytarget>

Imports htrr, dplyr, lubridate, stringr, purrr

Suggests knitr, rmarkdown

VignetteBuilder knitr

Depends R (>= 3.5.0)

License GPL-2

Language ru

Encoding UTF-8

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Repository CRAN

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rmytarget-package	<i>Package for load data from 'MyTarget' API.</i>
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Description

Load data from API 'MyTarget' into R, by agency clients and campaigns

Details

The DESCRIPTION file:

```

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Author:       Alexey Seleznev
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Description:  Allows work with 'MyTarget API v2' <https://target.my.com/doc/apiv2/ru/detailed.html> and load data by
URL:          http://selesnow.github.io/rmytarget
Imports:      httr, dplyr, lubridate, stringr, purrr
Suggests:    knitr, rmarkdown
VignetteBuilder: knitr
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Language:     ru
Encoding:     UTF-8

```

Index of help topics:

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myTarGetAdList      Get ads list.
myTarGetCampaignList Get campaign list.
myTarGetClientList  Get data frame with agency clients
myTarGetStats       Get stat by any 'MyTarget API' objects
myTarRefreshToken   Refresh access token
rmytarget-package   Package for load data from 'MyTarget' API.

```

Further information is available in the following vignettes:

```

rmytarget-auth      Authorization in MyTarget RUS (source, pdf)
rmytarget-intro     Intro to rmytarget RUS (source, pdf)

```

Author(s)

Alexey Seleznev

References

1. MyTarget API documents 2. MyTarget API statistic methods 3. Authorization

Examples

```
## Not run:
# Get objects
## Get ads
Ads <- myTarGetAdList(login = "my_test_client")

## Get campaigns
Campaigns <- myTarGetCampaignList(login = "my_test_client")

# Get statistic
# base metrics by campaigns
base_data <- myTarGetTotalData(date_from = Sys.Date() - 7,
                               date_to   = Sys.Date(),
                               object_type = "campaigns",
                               object_id = Campaigns$id,
                               metrics = "base",
                               stat_type = "day",
                               login = "my_test_client",
                               token_path = "mytarget_token")

# all metrics by campaigns
all_data <- myTarGetTotalData(date_from = Sys.Date() - 7,
                              date_to   = Sys.Date(),
                              object_type = "campaigns",
                              object_id = Campaigns$id,
                              metrics = "all",
                              stat_type = "day",
                              login = "my_test_client",
                              token_path = "mytarget_token")

# custom set of metric by campaigns
custom_data <- myTarGetTotalData(date_from = Sys.Date() - 7,
                                 date_to   = Sys.Date(),
                                 object_type = "campaigns",
                                 object_id = Campaigns$id,
                                 metrics = c("base", "tps", "viral"),
                                 stat_type = "day",
                                 login = "my_test_client",
                                 token_path = "mytarget_token")

# if have note objects id, base metrics by ads
base_data2 <- myTarGetStats(date_from = as.Date("2013-01-01"),
                           date_to   = Sys.Date(),
```

```

object_type = "banners",
metrics = "base",
stat_type = "day",
login = "my_test_client",
token_path = "mytarget_token")

## End(Not run)

```

myTarAuth

Authentication in 'MyTarget API'

Description

Authentication in 'MyTarget API' by Code Grant Schema. For detail you can see [documentation](#).

Usage

```

myTarAuth(login          = NULL,
           grant_type     = "client_credentials",
           client_id      = getOption('rmytarget.client_id'),
           client_secret  = getOption("rmytarget.client_secret"),
           agency_client_name = NULL,
           code_grant     = getOption("rmytarget.code_grant_auth"),
           token_path     = getwd())

```

Arguments

login	Account name, used in file name if you save credential
grant_type	Your account grant, get one of two values, "client_credentials" or "agency_client_credentials".
client_id	Yoyr client ID.
client_secret	Your client secret
agency_client_name	Your client user name, only for "agency_client_credentials" grant_type
code_grant	logical, Use code gran authorise schema, detail
token_path	Path to directory where you save credential data

Details

You can save your credential in local file, if yoy enter "yes" at answer on "Do you want save API credential in local file?" in R console.

Value

MyTarget Authentication R object.

Author(s)

Alexey Seleznev

See AlsoAPI authorisation [documentation](#) by 'MyTarget'**Examples**

```
## Not run:  
# Recommendation auth by code grant schema  
myTarAuth(login = "my_account_name")  
  
## End(Not run)
```

myTarGetAdList	<i>Get ads list.</i>
----------------	----------------------

Description

Get data frame with 'MyTarget' ads parameters

Usage

```
myTarGetAdList(auth = NULL,  
               login = NULL,  
               token_path = getwd(),  
               request_speed = 1.2)
```

Arguments

auth	MyTarget Authorization R object.
login	Your login, or client name in MyTarget account
token_path	Path to directory where you save credential data
request_speed	Integer, or one of slow, normal, fast. Pause between requests to API

Value

Data frame with campaigns list

Author(s)

Alexey Seleznev

See Also[MyTarget API Documentation](#)

Examples

```
## Not run:
myAds <- myTarGetAdList(login = "my_test_client")

## End(Not run)
```

myTarGetCampaignList *Get campaign list.*

Description

Get data frame with 'MyTarget' campaign id, name and parameters

Usage

```
myTarGetCampaignList(auth = NULL,
                     login = NULL,
                     token_path = getwd(),
                     request_speed = 1.2)
```

Arguments

auth	MyTarget Authorization R object.
login	Your login, or client name in MyTarget account
token_path	Path to directory where you save credential data
request_speed	Integer, or one of slow, normal, fast. Pause between requests to API

Value

Data frame with campaigns list

Author(s)

Alexey Seleznev

See Also

[MyTarget API ocumentation](#)

Examples

```
## Not run:
myTargetCampaign <- myTarGetCampaignList(myTargetAuth)

## End(Not run)
```

myTarGetClientList *Get data frame with agency clients*

Description

Load data frame with agency client list from 'MyTarget'.

Usage

```
myTarGetClientList(auth = NULL, token_path = getwd(),  
  login = NULL)
```

Arguments

auth	MyTarget Autherization R object.
login	Your login, or client name in MyTarget account
token_path	Path to directory where you save credential data

Details

Use only for agency account.

Value

Data frame with clients account parameters

Author(s)

Alexey Seleznev

See Also

MyTarget API Documenationhttps://target.my.com/doc/api/detailed/#resource_agency_clients

Examples

```
## Not run:  
clients <- myTarGetClientList(login = "agency_login")  
  
## End(Not run)
```

myTarGetStats *Get stat by any 'MyTarget API' objects*

Description

Load data frame with statistic by any API objects.

Usage

```
myTarGetStats(date_from = Sys.Date() - 7,
              date_to   = Sys.Date(),
              object_type = "campaigns",
              object_id  = NULL,
              stat_type  = "day",
              metrics    = "base",
              auth       = NULL,
              token_path = getwd(),
              login      = NULL)
```

Arguments

date_from	Start date
date_to	End date
object_type	API object typr, character value, apply one of campaigns, banners, users
object_id	ID of API object (id campaign or any object)
stat_type	Time stap, get value day or hour
metrics	Set of metrics, see metrics section for more ditali, default "base", but you can load any of all, base, events, video, viral, uniques, tps, or go this link
auth	R auth object
token_path	Path to directory where you save credential data
login	Your login, or client name in MyTarget account

Value

Data frame with statistic.

Sets of metrics

You can load different sets of metrics, for this use metrics arguments, and set a vector containing the names of the desired metric sets. For more details go [this link](#). For example: metrics = c("base", "video", "viral")

base - based metrcis.

shows Number of impressions

clicks Number of clicks

goals Number of goals achieved

spent Cost sum

cpm Average cost per 1000 views

cpc Average cost per click

cpa Average cost per goals

ctr Percentage of clicks to views

cr Percentage ratio of the number of goals achieved to the number of clicks.

events - metrics for advertised posts on social media feeds.

opening_app Number of discoveries of the advertised social networks application

opening_post Number of discoveries of the advertised message in the social media feed

moving_into_group Number of transitions to the group page from the advertised message

clicks_on_external_url Number of clicks on the external link in the advertised message

launching_video Number of video launches in advertised message

comments Number of comments left in the advertised message

joinings Number of joining the group through the advertised message

likes Number of likes of the advertised message

shares Number of action "Share" for the advertised message.

votings Number of voting actions in the advertised message

uniques - metrics by the number of unique users.

reach Number of unique users who saw the ad for the specified period

total Number of unique users who saw an ad for all time

increment Number of new unique users who saw the ad for the specified period

frequency Average frequency of displaying ads to one unique user

video - metrics for video ads.

started Number of video playback starts

paused Number of pauses of video playback

resumed_after_pause Number of video playback after pause

fullscreen_on Number of full-screen video playbacks

fullscreen_off Number of shutdowns of full-screen video playback

sound_turned_off Number of video mute

sound_turned_on Number of video sound starts

viewed_10_seconds Number of views of the first 10 seconds of the video

viewed_25_percent Number of views of the first 25 percent of the video duration

viewed_50_percent Number of views of the first 50 percent of the video duration

viewed_75_percent Number of views of the first 75 of the video duration

viewed_100_percent Number of views 100 percent of the video duration

viewed_10_seconds_rate Percentage of views with the achievement of the first 10 seconds of the video

viewed_25_percent_rate Percentage of views with the achievement of the first 25 percent of the video duration

viewed_50_percent_rate Percentage of views with the achievement of the first 50 percent of the video duration

viewed_75_percent_rate Percentage of views with the achievement of the first 75 percent of the video duration

viewed_100_percent_rate Percentage of views with the achievement of the first 100 percent of the video duration

depth_of_view Average video viewing depth (percent)

view_10_seconds_cost Average cost of watching the first 10 seconds of a video

viewed_25_percent_cost Average viewing cost of the first 25 percent of video length

viewed_50_percent_cost Average viewing cost of the first 50 percent of video length

viewed_75_percent_cost Average viewing cost of the first 75 percent of video length

viewed_100_percent_cost Average viewing cost of the first 100 percent of video length

viral - metrics of viral events.

viral_impressions Number of impressions of the shared advertising message in social networks

viral_reach Number of unique users who saw the shared advertising message for the specified period

viral_total Total number of unique users who have seen the shared advertising message for all time

viral_increment Number of new unique users who saw the shared advertising message for the specified period

viral_frequency Average frequency of displaying a shared advertising message to one unique user

viral_opening_app Number of openings of the advertised application from the shared advertising message

viral_opening_post Number of discoveries of the shared advertised message in the social media feed

viral_moving_into_group number of transitions to the group page from the shared advertised message

viral_clicks_on_external_url Number of clicks on the external link in the shared advertised message

viral_launching_video Number of video launches in the shared advertised message

viral_comments Number of comments left in the shared advertised message

viral_joinings Number of joining the group through the shared advertised message

viral_likes Number of likes of the shared advertised message

viral_shares Number of actions "Share" for the shared advertised message

viral_votings Number of voting actions in the shared advertised message

carousel - statistics on individual slides of the advertising carousel (N - from 1 to the number of slides).

slide_N_shows Number of N slide shows

slide_N_clicks Number of clicks on slide N

slide_N_ctr Percentage ratio of clicks to the number of views on slide N

tps - additional write-off statistics.

tps Additional charges for using the moat service

tpd Additional charges for using third-party data (from dmp).

moat - statistics according to the moat service.

impressions Number of impressions

in_view Number of visible shows

never_focused Number of impressions in the inactive tab

never_visible Number of impressions out of sight

never_50_perc_visible Additional charges for using third-party data (from dmp).

never_1_sec_visible Number of impressions with visibility duration less than 1 second

human_impressions Number of verified impressions

impressions_analyzed number of impressions analyzed

in_view_percent Number of impressions analyzed

human_and_viewable_perc Percentage of visible hits

never_focused_percent Verified impression percentage

never_visible_percent Impression percentage in inactive tab

never_50_perc_visible_percent The percentage of orders with a zone of visibility of the ad is less than 50 percent

never_1_sec_visible_percent Percentage of impressions with visibility duration less than 1 second

in_view_diff_percent Visible impression difference

active_in_view_time Average time the ad is in view

attention_quality Engagement level

Author(s)

Alexey Seleznev

See Also

MyTarget API documentation - https://target.my.com/doc/api/detailed/#resource_statistics

Examples

```
## Not run:
# base metrics by campaigns
base_data <- myTarGetStats(date_from = Sys.Date() - 7,
                           date_to   = Sys.Date(),
                           object_type = "campaigns",
                           metrics = "base",
                           stat_type = "day",
                           login = "client_login",
                           token_path = "D:\mytarget_token")

# all metrics by campaigns
all_data <- myTarGetStats(date_from = Sys.Date() - 7,
                          date_to   = Sys.Date(),
                          object_type = "campaigns",
                          metrics = "all",
                          stat_type = "day",
                          login = "client_login",
                          token_path = "D:\mytarget_token")

# custom set of metric by campaigns
custom_data <- myTarGetStats(date_from = Sys.Date() - 7,
                              date_to   = Sys.Date(),
                              object_type = "campaigns",
                              metrics = c("base", "tps", "viral"),
                              stat_type = "day",
                              login = "client_login",
                              token_path = "D:\mytarget_token")

# if have note objects id, base metrics by ads
base_data2 <- myTarGetStats(date_from = as.Date("2013-01-01"),
                            date_to   = Sys.Date(),
                            object_type = "banners",
                            metrics = "base",
                            stat_type = "day",
                            login = "client_login",
                            token_path = "D:\mytarget_token")

# get all stats group by clients, only for agency account
client_stat <- myTarGetStats(date_from = Sys.Date() - 7,
                             date_to   = Sys.Date(),
                             object_type = "users",
                             metrics = "all",
                             login = "agency_login")

## End(Not run)
```

Description

Refresh old access token

Usage

```
myTarRefreshToken(old_auth = NULL, client_id = NULL,  
                  client_secret = NULL)
```

Arguments

<code>old_auth</code>	Your old auth object
<code>client_id</code>	Your client ID
<code>client_secret</code>	Your client secret

Value

R auth object with new access token

Author(s)

Alexey Seleznev

See Also

[MyTarget API Documentation](#)

Examples

```
## Not run:  
auth <- myTarRefreshToken(old_auth = myTargetAuth,  
                          client_id = "xxxx",  
                          client_secret = "xxxx.")  
  
## End(Not run)
```

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