

Package ‘r4googleads’

October 14, 2022

Type Package

Title 'Google Ads API' Interface

Version 0.1.1

Description Interface for the 'Google Ads API'. 'Google Ads' is an online advertising service that enables advertisers to display advertising to web users (see <<https://developers.google.com/google-ads/>> for more information).

Depends R (>= 3.5.0)

Imports curl, jsonlite,

Suggests rmarkdown, knitr

License MIT + file LICENSE

Encoding UTF-8

URL <https://github.com/banboo-data/r4googleads>

BugReports <https://github.com/banboo-data/r4googleads/issues>

RoxygenNote 7.1.2

VignetteBuilder knitr

NeedsCompilation no

Author Johannes Burkhardt [aut, cre],
Matthias Bannert [aut]

Maintainer Johannes Burkhardt <banboodata@gmail.com>

Repository CRAN

Date/Publication 2022-02-28 13:50:02 UTC

R topics documented:

<code>.get_credentials</code>	2
<code>.load_token</code>	2
<code>.refresh_token</code>	3
<code>authenticate</code>	3
<code>build_handle</code>	4

default_search	4
do_auth	5
googleAdsFields	6
googleAdsSearch	6
listAccessibleCustomers	7
query_google_ads	7

Index **9**

`.get_credentials` *Authentication of R app*

Description

`get_credentials` authenticates the R app at the 'Google' authentication server using OAUTH2 and receives the client token. Usually you need not to run `get_credentials()` explicitly since the whole authentication process is managed by [authenticate](#).

Usage

```
.get_credentials()
```

Value

Client token from Google authentication server.

`.load_token` *Loading the Access Token*

Description

`load_token` loads the access token using credentials provided by another internal function (`dot-get_credentials`). Execution of function is possible only once per authentication process. Usually you need not to run `load_token()` explicitly since the whole authentication process is managed by [authenticate](#).

Usage

```
.load_token(credlist)
```

Arguments

`credlist` list of credentials

Value

Access token with corresponding time stamp

.refresh_token	<i>Refresh Access Token</i>
----------------	-----------------------------

Description

refresh_token returns a new valid access token. The access token deprecates after one hour and has to updated with the refresh token. Usually you need not to run refresh_token() explicitly since the whole authentication process is managed by [authenticate](#).

Usage

```
.refresh_token(google_auth)
```

Arguments

google_auth list of credentials and access token

Value

New access token with corresponding time stamp

authenticate	<i>Invoke the Authentication Process with 'Google'</i>
--------------	--

Description

This function starts the authentication process with 'Google'. Note that this function needs user interaction.

Usage

```
authenticate(save = TRUE)
```

Arguments

save logical, should the authentication information should be saved on disk? Defaults to TRUE.

Value

data.frame containing credentials, optionally saved as .RData in the current working directory

build_handle	<i>Prepare Curl Request</i>
--------------	-----------------------------

Description

Create

Usage

build_handle(x)

Arguments

x object of class googleAdsSearch, googleAdsFields listAccessibleCustomers

Value

curl dandle object

default_search	<i>Query Strings for Query Based Services</i>
----------------	---

Description

A built-in collection of queries, mostly for the googleAdsSearch service: default_search(), campaign_sample(), adgroup_sample(), adgroup_sample_1(), hotel_ads_sample(), keyword_sample(), keyword_sample_1(), keyword_sample_2(). Usually these functions are not called stand alone. Often they are used when a constructor of a query based service is called. A 'Google Ads Query Builder' can be found here: https://developers.google.com/google-ads/api/fields/v9/overview_query_builder

Usage

default_search()

campaign_sample()

adgroup_sample()

adgroup_sample_1()

hotel_ads_sample()

keyword_sample()

keyword_sample_1()

keyword_sample_2()

Value

character query statement

Examples

```
default_search()
campaign_sample()
adgroup_sample()
adgroup_sample_1()
hotel_ads_sample()
keyword_sample()
keyword_sample_1()
keyword_sample_2()
```

do_auth

Deprecated Function

Description

You were looking for a deprecated function. Very likely you have been a user of 'r4googleads' predecessor 'RADwords' package. 'Google' phases out its 'Adwords API' and replaces it with the 'Google Ads API'. Hence, we have created the 'r4googleads' package. For more information please read our migration guide read our migration guide: [Migration Guide](#)

Usage

```
do_auth(...)

statement()

reports(...)

metrics(...)

get_data(...)
```

Arguments

... arguments to be passed on to the underlying functions. (note that this functions is deprecated, use authenticate().)

Value

message with deprecation notice
message with deprecation notice
message with deprecation notice
message with deprecation notice
message with deprecation notice

googleAdsFields	<i>Construct googleAdsFields Class (S3)</i>
-----------------	---

Description

Create an instance of a googleAdsFields class. A list of Google's ads services and their arguments can be found here: <https://developers.google.com/google-ads/api/rest/reference/rest/v9/googleAdsFields>.

Usage

```
googleAdsFields(tbl, api_version = "v9")
```

Arguments

tbl	character table argument
api_version	Google Ads API version e.g 'v9'

Value

list; contains googleAdsFields Class information

googleAdsSearch	<i>Construct googleAdsSearch Class (S3)</i>
-----------------	---

Description

Create an instance of a googleAdsSearch class. A list of Google's ads services can be found here: <https://developers.google.com/google-ads/api/rest/reference/rest>.

Usage

```
googleAdsSearch(aid, query = default_search(), api_version = "v9")
```

Arguments

aid	character Google account id
query	character query string or function that returns a character query string. See also queries .
api_version	Google Ads API version e.g 'v9'

Value

list; contains googleAdsSearch Class information

 listAccessibleCustomers

Construct listAccessibleCustomers Class (S3)

Description

Create an instance of a listAccessibleCustomers class. <https://developers.google.com/google-ads/api/rest/reference/rest/v9/customers/listAccessibleCustomers>.

Usage

```
listAccessibleCustomers(api_version = "v9")
```

Arguments

api_version Google Ads API version e.g 'v9'

Value

list; contains listAccessibleCustomers Class information

query_google_ads

Query 'Google Ads' Data

Description

Sends 'Google Ads' Services objects to the 'Google Ads API'.

Usage

```
query_google_ads(
  mcc_id,
  google_auth,
  service,
  raw_data = FALSE,
  convert_micros = 1e+06
)
```

Arguments

mcc_id	Google Ads Client Center MCC Id
google_auth	auth object
service	googleAds service object created by a service constructor such as googleAdsSearch or googleAdsFields .
raw_data	TRUE / FALSE returns raw data or content only
convert_micros	converts micros data: divides data by 1e6, if NULL no conversion will be applied.

Value

Google Services return object either with raw or processed data (default).

Index

.get_credentials, 2
.load_token, 2
.refresh_token, 3

adgroup_sample (default_search), 4
adgroup_sample_1 (default_search), 4
authenticate, 2, 3, 3

build_handle, 4

campaign_sample (default_search), 4

default_search, 4
do_auth, 5

get_data (do_auth), 5
googleAdsFields, 6, 7
googleAdsSearch, 6, 7

hotel_ads_sample (default_search), 4

keyword_sample (default_search), 4
keyword_sample_1 (default_search), 4
keyword_sample_2 (default_search), 4

listAccessibleCustomers, 7

metrics (do_auth), 5

queries, 6
query_google_ads, 7

r4googleads-deprecated (do_auth), 5
reports (do_auth), 5

statement (do_auth), 5