Package ‘rmytarget’

October 14, 2022

Type Package

Title Load Data from 'MyTarget API v2 and v3'

Version 2.4.0

Date 2021-10-20

Maintainer Alexey Seleznev <selesnow@gmail.com>

Description Allows work with 'MyTarget Statistics API v2'
<https://target.my.com/adv/api-marketing/doc/stat-v2> and
'MyTarget Statistics API v3' <https://target.my.com/adv/api-marketing/doc/stat-v2#statisticsv3>
load data by ads, campaigns, agency clients and statistic from
your ads account.

URL https://selesnow.github.io/rmytarget/

Imports httr, dplyr, lubridate, stringr, purrr, tidyr

Suggests knitr, rmarkdown

VignetteBuilder knitr

Depends R (>= 3.5.0)

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Repository CRAN

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R topics documented:

`rmytarget-package` *Paxkage for load data from 'MyTarget' API.*

Description

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

Details

The DESCRIPTION file:

Package:	rmytarget
Type:	Package
Title:	Load Data from 'MyTarget API v2 and v3'
Version:	2.4.0
Date:	2021-10-20
Authors@R:	c(person(given = "Alexey", family = "Seleznev", role = c("aut", "cre"), email = "selesnow@gmail.com", co
Maintainer:	Alexey Seleznev <selesnow@gmail.com>
Description:	Allows work with 'MyTarget Statistics API v2' <https://target.my.com/adv/api-marketing/doc/stat-v2> and
URL:	https://selesnow.github.io/rmytarget/
Imports:	httr, dplyr, lubridate, stringr, purrr, tidyr
Suggests:	knitr, rmarkdown
VignetteBuilder:	knitr
Depends:	R (>= 3.5.0)
License:	MIT + file LICENSE
Language:	ru
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RoxygenNote:	7.1.2
Author:	Alexey Seleznev [aut, cre] (<https://orcid.org/0000-0003-0410-7385>), Netpeak [cph]

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```

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 or other auth schems. For detail you can see documentation.

Usage

```
myTarAuth(
  login = getOption("rmytarget.login"),
  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 = myTarTokenPath()
)
```

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". Not use in Code Grant Schema.
`client_id`	Yoyr client ID. Not use in Code Grant Schema.
`client_secret`	Your client secret. Not use in Code Grant Schema.
`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.

Value

No return value, called for side effects

Author(s)

Alexey Seleznev

See Also

API authorization documentation by 'MyTarget'.

Examples

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


## End(Not run)
```

`myTarGetAdList` *Get ads list from 'MyTarget'*

Description

Get ads list from 'MyTarget'

Usage

```
myTarGetAdList(
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath(),
  request_speed = 1.2
)
```

Arguments

auth	MyTarget Autherization R object. See myTarAuth
login	Account name, used in file name if you save credential
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 banners list

See Also

MyTarget API Documentation

Examples

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

## End(Not run)
```

myTarGetCampaignList *Get campaign list from 'MyTarget'*

Description

Get campaign list from 'MyTarget'

Usage

```
myTarGetCampaignList(
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath(),
  request_speed = 1.2
)
```

Arguments

`auth`	MyTarget Autherization R object. See `myTarAuth`
`login`	Account name, used in file name if you save credential
`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

See Also

MyTarget API ocumentation

Examples

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

## End(Not run)
```

`myTarGetClientList` *Get Agency Clients from 'MyTarget'*

Description

Get Agency Clients from 'MyTarget'

Usage

```
myTarGetClientList(
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath()
)
```

Arguments

`auth`	MyTarget Autherization R object. See `myTarAuth`
`login`	Account name, used in file name if you save credential
`token_path`	Path to directory where you save credential data.

Value

data frame with agency clients

See Also

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

Examples

```
## Not run:
myTarSetLogin("Your Login")
clients <- myTarGetClientList()

## End(Not run)
```

`myTarGetFastStats` *Returns Basic Statistics in Real Time*

Description

returns basic statistics on advertising objects in real time, without taking into account the filtering of incorrect traffic. The summary statistics can vary significantly.

Usage

```
myTarGetFastStats(
  object_type = "campaigns",
  object_id = NULL,
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath()
)
```

Arguments

`object_type`	API object type, character value, apply one of campaigns, banners, users
`object_id`	ID of API object (id campaign or any object)
`auth`	R auth object
`login`	Your login, or client name in MyTarget account
`token_path`	Path to directory where you save credential data

Value

tibble with fast statistics

Examples

```
## Not run:
rt_stat <- myTarGetFastStats()

## End(Not run)
```

myTarGetGoalList *Get goal list from 'MyTarget'*

Description

Get goal list from 'MyTarget'

Usage

```
myTarGetGoalList(
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath()
)
```

Arguments

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

Value

data frame with goals parameters

See Also

Goals API Docymentation

myTarGetGoalsStats *Get Goal Statistics from 'MyTarget'*

Description

Get Goal Statistics from 'MyTarget'

Usage

```
myTarGetGoalsStats(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  object_type = "campaigns",
  object_id = NULL,
  attribution = c("impression", "conversion"),
  conversion_type = c("postview", "postclick", "total"),
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath()
)
```

Arguments

`date_from` Start date

`date_to` End date

`object_type` API object type, character value, one of campaigns, banners, users.

`object_id` ID of API object (id campaign or any object).

`attribution` Attributing by event time or impression time. Available options: conversion, impression, default.

`conversion_type`
Conversion type: postclick - postclick, postview - postview, total - total.

`auth` MyTarget Autherization R object. See `myTarAuth`

`login` Path to directory where you save credential data

`token_path` Your login, or client name in MyTarget account

Value

data frame with goal statics

See Also

API Documentation

`myTarGetInAppStats` *Returns statistics on mobile app events attributed with advertising impressions myTarget by campaigns and banners*

Description

Returns statistics on mobile app events attributed with advertising impressions myTarget by campaigns and banners

Usage

```
myTarGetInAppStats(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  object_type = "campaigns",
  object_id = NULL,
  attribution = c("conversion", "impression"),
  conversion_type = c("postview", "postclick", "total"),
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath()
)
```

Arguments

`date_from` Start date

`date_to` End date

`object_type` API object type, character value, apply one of campaigns, banners, users

`object_id` ID of API object (id campaign or any object)

`attribution` Attributing by event time or impression time. Available options: conversion, impression

`conversion_type` Conversion type: postclick - postclick, postview - postview, total - total.

`auth` R auth object

`login` Your login, or client name in MyTarget account

`token_path` Path to directory where you save credential data

Value

tibble with fast statistics

Examples

```
## Not run:
rt_stat <- myTarGetFastStats()

## End(Not run)
```

myTarGetOfflineConversionsStats

Returns Statistics on Events Attributed With 'myTarget' Ad Impressions From Offline Conversion Lists for Campaigns

Description

Returns Statistics on Events Attributed With 'myTarget' Ad Impressions From Offline Conversion Lists for Campaigns

Usage

```
myTarGetOfflineConversionsStats(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  object_id = NULL,
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath()
)
```

Arguments

`date_from`	Start date
`date_to`	End date
`object_id`	Campaigns IDs
`auth`	R auth object
`login`	Your login, or client name in MyTarget account
`token_path`	Path to directory where you save credential data

Value

tibble with offline conversions statistics

`myTarGetStats` *Get stat by clients, campaigns or banners from ’API MyTarget’*

Description

Get stat by clients, campaigns or banners from ’API MyTarget’

Usage

```
myTarGetStats(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  object_type = "campaigns",
  object_id = NULL,
  stat_type = "day",
  metrics = "base",
  package_id = NULL,
  attribution = c("conversion", "impression", "default"),
  banner_status = NULL,
  campaign_status = NULL,
  sort_by = NULL,
  sort_direction = c("asc", "desc"),
  auth = NULL,
  login = getOption("rmytarget.login"),
  token_path = myTarTokenPath(),
  api_version = getOption("rmytarget.stat_api_version")
)
```

Arguments

date_from Start date

date_to End date

object_type API object type, character value, one of campaigns, banners, users.

object_id ID of API object (id campaign or any object).

stat_type Breakdown by day, possible values: day, summary.

metrics Set of metrics or fields, see metrics section for more ditali, default "base", but you can load any of all, base, events, video, viral, uniques, tps, or go this MyTarget Stat API v2 or MyTarget Stat API v3.

package_id List of package identifiers. Available for banner statistics.

attribution Attributing by event time or impression time. Available options: conversion, impression, default.

banner_status Banner statuses list, available for campaign and banner statistics. Possible values: all, active, blocked, deleted.

campaign_status

List of campaign statuses, available for campaign and banner statistics. Possible values: all, active, blocked, deleted.

sort_by The field by which identifiers of campaigns, banners or users will be sorted. Available metrics: base, events, video, viral, carousel, tps, moat, playable, romi.

sort_direction Sorting direction. Available options: asc, desc

auth MyTarget Autherization R object. See myTarAuth

login Path to directory where you save credential data

token_path Your login, or client name in MyTarget account

api_version MyTarget Statistic API version: v2, v3

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 of v2 API go this link. For more details of v3 API 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

playable - Playable Ads metrics.

playable_game_open Opening the game

playable_game_close Closing the game

playable_call_to_action Clicks

romi - Playable Ads metrics.

value The given value of the event

romi Return on investment

adv_cost_share Ad spend share

See Also

MyTarget API documentation

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)
```

myTarRefreshToken *Refresh Access Token*

Description

Refresh Access Token

Usage

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

Arguments

`old_auth`	Your old auth object. See `myTarAuth`
`client_id`	Your client ID
`client_secret`	Your client secret

Value

No return value, called for side effects

Examples

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

## End(Not run)
```

myTarSetLogin *Set MyTarget login*

Description

Set MyTarget login

Usage

```
myTarSetLogin(login)
```

Arguments

`login`	Your login, or client name in MyTarget account

Value

No return value, called for side effects

myTarSetTokenPath *Set path to auth cache*

Description

Set path to auth cache

Usage

```
myTarSetTokenPath(token_path)
```

Arguments

`token_path`	Path to directory where you save credential data

Value

No return value, called for side effects

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