

Package: rappleads (via r-universe)

May 25, 2026

Title Get Data from 'Apple Ads Campaign Management API'

Version 0.1.3

Description Provides functions to load and manage data from Apple Ads accounts using the 'Apple Ads Campaign Management API'
<https://developer.apple.com/documentation/apple_ads>.

License MIT + file LICENSE

Encoding UTF-8

Roxygen list(markdown = TRUE)

RoxygenNote 7.3.2

Imports cli, dplyr, httr2, openssl, pbapply, purrr, rappdirs, retry, snakecase, stringr, tidyr, yaml

Depends R (>= 4.1.0)

URL <https://github.com/selesnow/rappleads>

BugReports <https://github.com/selesnow/rappleads/issues>

Config/pak/sysreqs libicu-dev libssl-dev

Repository <https://selesnow.r-universe.dev>

Date/Publication 2025-08-27 17:21:14 UTC

RemoteUrl <https://github.com/selesnow/rappleads>

RemoteRef HEAD

RemoteSha 81110579b015f41e291b54f419733da0aab52142

Contents

apl_auth	2
apl_get_access_token	4
apl_get_ad_group_report	4
apl_get_ad_groups	5
apl_get_ad_report	6
apl_get_ads	6
apl_get_auth_account_list	7

apl_get_budget_orders	7
apl_get_campaign_report	8
apl_get_campaigns	9
apl_get_client_secret	9
apl_get_creatives	10
apl_get_keyword_report	10
apl_get_me_details	11
apl_get_search_term_report	12
apl_get_user_acl	13
apl_make_request	13
apl_set_account_name	14
apl_set_client_id	14
apl_set_key_id	15
apl_set_private_key_path	15
apl_set_team_id	16
apl_set_timezone	16
make_selector	17

Index 18

apl_auth	<i>Apple Ads Authorization</i>
----------	--------------------------------

Description

Apple Ads Authorization

Usage

```
apl_auth(
  client_id = Sys.getenv("APL_CLIENT_ID"),
  team_id = Sys.getenv("APL_TEAM_ID"),
  key_id = Sys.getenv("APL_KEY_ID"),
  private_key_path = Sys.getenv("APL_PRIVATE_KEY_PATH"),
  account_name = Sys.getenv("APL_ACCOUNT_NAME"),
  cache_path = rappdirs::site_data_dir("rappleads")
)
```

Arguments

client_id	You receive your clientId when you upload a public key.
team_id	The client secret is a JWT that you create and sign with your private key.
key_id	The value is your keyId that returns when you upload a public key.
private_key_path	Path to the .pem file containing your private key.
account_name	Your apple ads account name
cache_path	Path to the directory where cached authentication data will be stored.

Details

This implementation process guides you through the following steps:

1. Invite users with API permissions.
2. Generate a private-public key pair.
3. Extract a public key from your persisted private key.
4. Upload a public key.
5. Set system environments variables.
6. Request an access token.

Generate a Private Key:

API users need to create a private key. If you're using MacOS or a UNIX-like operating system, OpenSSL works natively. If you're on a Windows platform, you need to download [OpenSSL](#).
`openssl ecparam -genkey -name prime256v1 -noout -out private-key.pem`

Extract a Public Key:

`openssl ec -in private-key.pem -pubout -out public-key.pem` Open the public-key.pem file in a text editor and copy the public key, including the begin and end lines.

Upload a Public Key:

Follow these steps to upload your public key:

1. From the Ads UI, choose Account Settings > API. Paste the key created in the above section into the Public Key field.
2. Click Save. A group of credentials displays as a code block above the public key field. Use your clientId, teamId, and keyId to create a client secret.

Set system environments variables:

Run `usethis::edit_r_environ()` and set variables:

- APL_CLIENT_ID
- APL_TEAM_ID
- APL_KEY_ID
- APL_PRIVATE_KEY_PATH
- APL_ACCOUNT_NAME

Request an access token.:

Once the environment variables listed above are set, no further action is required from you — any function from the package will automatically request and refresh the access token when executed.

For more information see [API OAuth documentation](#).

Value

character with access_token

apl_get_access_token *Get access_token*

Description

Get access_token

Usage

```
apl_get_access_token(
    client_id,
    jwt_data,
    account_name,
    cache_path = rappdirs::site_data_dir("rappleads")
)
```

Arguments

client_id	You receive your clientId when you upload a public key.
jwt_data	JWT object apl_get_client_secret()
account_name	Your apple ads account name
cache_path	Path to the directory where cached authentication data will be stored.

Value

access_token object

apl_get_ad_group_report
Get Ad Group-Level Reports

Description

Get Ad Group-Level Reports

Usage

```
apl_get_ad_group_report(
    org_id = apl_get_me_details()$parentOrgId,
    campaign_id = apl_get_campaigns()$id,
    start_date = Sys.Date() - 8,
    end_date = Sys.Date() - 1,
    group_by = NULL,
    granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")
)
```

Arguments

org_id	The value is your orgId.
campaign_id	The unique identifier for the campaign.
start_date	Start reporting date
end_date	End reporting date
group_by	Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions
granularity	The report data organized by hour, day, week, and month.

Value

tibble with ad group report

Examples

```
## Not run:  
adgr_rep <- apl_get_ad_group_report()  
  
## End(Not run)
```

apl_get_ad_groups *Get Ad Groups*

Description

Get Ad Groups

Usage

```
apl_get_ad_groups(org_id = apl_get_me_details())$parentOrgId)
```

Arguments

org_id	The value is your orgId.
--------	--------------------------

Value

tibble with ad group metadata

Examples

```
## Not run:  
ad_group <- apl_get_ad_groups()  
  
## End(Not run)
```

apl_get_ad_report *Get Ad-Level Reports*

Description

Get Ad-Level Reports

Usage

```
apl_get_ad_report(
  org_id = apl_get_me_details()$parentOrgId,
  campaign_id = apl_get_campaigns()$id,
  start_date = Sys.Date() - 8,
  end_date = Sys.Date() - 1,
  group_by = NULL,
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")
)
```

Arguments

org_id	The value is your orgId.
campaign_id	The unique identifier for the campaign.
start_date	Start reporting date
end_date	End reporting date
group_by	Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions
granularity	The report data organized by hour, day, week, and month.

Value

tibble ad report

apl_get_ads *Get Ads*

Description

Get Ads

Usage

```
apl_get_ads(org_id = apl_get_me_details()$parentOrgId)
```

Arguments

org_id The value is your orgId.

Value

tibble with ads metadata

Examples

```
## Not run:  
ad <- apl_get_ads()  
  
## End(Not run)
```

apl_get_auth_account_list
Get List of Auth Cached Accounts

Description

Get List of Auth Cached Accounts

Usage

```
apl_get_auth_account_list()
```

Value

character vector with accounts name

apl_get_budget_orders *Get All Budget Orders*

Description

Get All Budget Orders

Usage

```
apl_get_budget_orders(org_id = apl_get_me_details())$parentOrgId)
```

Arguments

org_id The value is your orgId.

Value

tibble with budget data

`apl_get_campaign_report`*Get Campaign-Level Reports*

Description

Get Campaign-Level Reports

Usage

```
apl_get_campaign_report(  
  org_id = apl_get_me_details()$parentOrgId,  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  group_by = NULL,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")  
)
```

Arguments

<code>org_id</code>	The value is your orgId.
<code>start_date</code>	Start reporting date
<code>end_date</code>	End reporting date
<code>group_by</code>	Use the <code>groupBy</code> field to group responses by selected dimensions. If <code>groupBy</code> specifies age, gender, and geodimensions
<code>granularity</code>	The report data organized by hour, day, week, and month.

Value

tibble with report data

Examples

```
## Not run:  
camp_rep <- apl_get_campaign_report(  
  org_id = 2623170,  
  start_date = '2025-07-20',  
  end_date = '2025-07-26',  
  group_by = 'countryOrRegion'  
)  
  
## End(Not run)
```

apl_get_campaigns *Get All Campaigns*

Description

Get All Campaigns

Usage

```
apl_get_campaigns(org_id = apl_get_me_details()$parentOrgId)
```

Arguments

org_id The value is your orgId.

Value

tibble with campaigns

Examples

```
## Not run:  
camp <- apl_get_campaigns(org_id = 2623170)  
  
## End(Not run)
```

apl_get_client_secret *Get client secret*

Description

Get client secret

Usage

```
apl_get_client_secret(  
  client_id,  
  team_id,  
  key_id,  
  private_key_path,  
  account_name,  
  cache_path = rappdirs::site_data_dir("rappleads")  
)
```

Arguments

client_id	You receive your clientId when you upload a public key.
team_id	The client secret is a JWT that you create and sign with your private key.
key_id	The value is your keyId that returns when you upload a public key.
private_key_path	Path to the .pem file containing your private key.
account_name	Your apple ads account name
cache_path	Path to the directory where cached authentication data will be stored.

Value

jwt_data

apl_get_creatives *Get All Creatives*

Description

Get All Creatives

Usage

```
apl_get_creatives(org_id = apl_get_me_details())$parentOrgId)
```

Arguments

org_id	The value is your orgId.
--------	--------------------------

Value

tibble with campaigns

apl_get_keyword_report
Get Keyword-Level Reports

Description

Get Keyword-Level Reports

Usage

```
apl_get_keyword_report(  
  org_id = apl_get_me_details()$parentOrgId,  
  campaign_id = apl_get_campaigns()$id,  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  group_by = NULL,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")  
)
```

Arguments

org_id	The value is your orgId.
campaign_id	The unique identifier for the campaign.
start_date	Start reporting date
end_date	End reporting date
group_by	Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions
granularity	The report data organized by hour, day, week, and month.

Value

tibble with keyword report

Examples

```
## Not run:  
keyw_rep <- apl_get_keyword_report()  
  
## End(Not run)
```

apl_get_me_details *Get Me Details*

Description

Get Me Details

Usage

```
apl_get_me_details()
```

Value

list with userId and parentOrgId

Examples

```
## Not run:  
me <- apl_get_me_details()  
  
## End(Not run)
```

apl_get_search_term_report
Get Search Term-Level Reports

Description

Get Search Term-Level Reports

Usage

```
apl_get_search_term_report(  
  org_id = apl_get_me_details()$parentOrgId,  
  campaign_id = apl_get_campaigns()$id,  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  group_by = NULL,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY")  
)
```

Arguments

org_id	The value is your orgId.
campaign_id	The unique identifier for the campaign.
start_date	Start reporting date
end_date	End reporting date
group_by	Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions
granularity	The report data organized by hour, day, week, and month.

Value

tibble search term report

Examples

```
## Not run:  
ster_rep <- apl_get_search_term_report(start_date = '2025-06-01')  
  
## End(Not run)
```

apl_get_user_acl *Get User Access Control List*

Description

Get User Access Control List

Usage

```
apl_get_user_acl()
```

Value

tibble

Examples

```
## Not run:  
acs <- apl_get_user_acl()  
  
## End(Not run)
```

apl_make_request *Make API request*

Description

Make API request

Usage

```
apl_make_request(endpoint, parser, org_id = NULL, selector = NULL)
```

Arguments

endpoint	API endpoint
parser	Parser function
org_id	Organization ID
selector	Selector objects define what data the API returns when fetching resources.

Value

API parsed response

apl_set_account_name *Set Apple Ads Account Name*

Description

Set Apple Ads Account Name

Usage

```
apl_set_account_name(account_name)
```

Arguments

account_name Your apple ads account name

Value

nothing

apl_set_client_id *Set Client ID*

Description

Set Client ID

Usage

```
apl_set_client_id(client_id)
```

Arguments

client_id You receive your clientId when you upload a public key.

Value

nothing

apl_set_key_id	<i>Set KeyID</i>
----------------	------------------

Description

Set KeyID

Usage

```
apl_set_key_id(key_id)
```

Arguments

key_id The value is your keyId that returns when you upload a public key.

Value

nothing

apl_set_private_key_path	<i>Set Privat Key Path</i>
--------------------------	----------------------------

Description

Set Privat Key Path

Usage

```
apl_set_private_key_path(private_key_path)
```

Arguments

private_key_path Path to the .pem file containing your private key.

Value

nothing

apl_set_team_id	<i>Set Team ID</i>
-----------------	--------------------

Description

Set Team ID

Usage

```
apl_set_team_id(team_id)
```

Arguments

team_id	The client secret is a JWT that you create and sign with your private key.
---------	--

Value

nothing

apl_set_timezone	<i>Set Tinezone</i>
------------------	---------------------

Description

Set Tinezone

Usage

```
apl_set_timezone(timezone)
```

Arguments

timezone	You set the default timeZone during account creation through the Apple Search Ads UI. ORTZ (organization time zone) is the default. Possible Values: ORTZ, UTC
----------	--

Value

nothing

make_selector	<i>Make request selector</i>
---------------	------------------------------

Description

Make request selector

Usage

```
make_selector(  
  start_date = Sys.Date() - 8,  
  end_date = Sys.Date() - 1,  
  granularity = c("DAILY", "HOURLY", "WEEKLY", "MONTHLY"),  
  sort_field = "startTime",  
  time_zone = getOption("apl.time_zone"),  
  group_by = NULL,  
  part = NULL  
)
```

Arguments

start_date	start report date
end_date	end report date
granularity	The report data organized by hour, day, week, and month.
sort_field	Specify a field name and grouping to sort the records by ASCENDING or DESCENDING.
time_zone	You set the default timeZone during account creation through the Apple Search Ads UI. ORTZ
group_by	Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geodimensions
part	Part of selector

Details

See [API Documentation](#)

Index

[apl_auth](#), [2](#)
[apl_get_access_token](#), [4](#)
[apl_get_ad_group_report](#), [4](#)
[apl_get_ad_groups](#), [5](#)
[apl_get_ad_report](#), [6](#)
[apl_get_ads](#), [6](#)
[apl_get_auth_account_list](#), [7](#)
[apl_get_budget_orders](#), [7](#)
[apl_get_campaign_report](#), [8](#)
[apl_get_campaigns](#), [9](#)
[apl_get_client_secret](#), [9](#)
[apl_get_creatives](#), [10](#)
[apl_get_keyword_report](#), [10](#)
[apl_get_me_details](#), [11](#)
[apl_get_search_term_report](#), [12](#)
[apl_get_user_acl](#), [13](#)
[apl_make_request](#), [13](#)
[apl_set_account_name](#), [14](#)
[apl_set_client_id](#), [14](#)
[apl_set_key_id](#), [15](#)
[apl_set_private_key_path](#), [15](#)
[apl_set_team_id](#), [16](#)
[apl_set_timezone](#), [16](#)

[make_selector](#), [17](#)