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Description Loading data from AppsFlyer Pull API
<https://support.appsflyer.com/hc/en-us/articles/201583105-Pull-API-aggregate-data>.

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`rappsflyer-package` *Work with AppsFlyer API*

Description

Loading data from AppsFlyer Pull API <https://support.appsflyer.com/hc/en-us/articles/201583105-Pull-API-aggregate-data>.

Details

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Author(s)

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`af_get_ad_revenue_raw_data`
Get ad revenue raw data

Description

Get ad revenue raw data from AppsFlyer Pull API

Usage

```
af_get_ad_revenue_raw_data(
    date_from = Sys.Date() - 8,
    date_to = Sys.Date() - 1,
    report_type = c("ad_revenue_raw"),
    is_organic = FALSE,
    additional_fields = c("device_model",
                          "keyword_id",
                          "store_reinstall",
```

```
                            "deeplink_url",
                            "oaid",
                            "ad_unit",
                            "segment",
                            "placement",
                            "monetization_network",
                            "impressions",
                            "mediation_network",
                            "is_lat"),
    timezone = "Europe/Moscow",
    retargeting = NULL,
    maximum_rows = 1000000,
    app_id = getOption("apps_flyer_app_id"),
    api_token = getOption("apps_flyer_api_key"))
```

Arguments

`date_from`	Reporting start date.
`date_to`	Reporting finish date.
`report_type`	Report type. now it's only ad_revenue_raw.
`is_organic`	If TRUE you get only organic data.
`additional_fields`	Character vector of report's additional fields.
`timezone`	Your timezone, for example Europe/Moscow.
`retargeting`	If TRUE you get retargeting data.
`maximum_rows`	Report rows limit.
`app_id`	Your app id from apps flyer.
`api_token`	Your AppsFlyer API token V1.0 for more details go link.

Author(s)

Alexey Seleznev

See Also

AppsFlyer Pull API documentation

Examples

```
## Not run:
af_set_api_token("Your API token")

ad_data <- af_get_ad_revenue_raw_data(
    date_from = "2021-03-01",
    date_to   = "2021-03-15",
    app_id    = "id0001111"
)

## End(Not run)
```

`af_get_aggregate_data` *Get AppsFlyer aggregate data*

Description

Get AppsFlyer Aggregate (user acquisition and retargeting) data

Usage

```
af_get_aggregate_data(
    date_from = Sys.Date() - 8,
    date_to = Sys.Date() - 1,
    report_type = c("daily_report",
                    "partners_report",
                    "partners_by_date_report",
                    "geo_report",
                    "geo_by_date_report"),
    additional_fields = c("keyword_id",
                          "store_reinstall",
                          "deeplink_url",
                          "oaid",
                          "install_app_store",
                          "contributor1_match_type",
                          "contributor2_match_type",
                          "contributor3_match_type",
                          "match_type"),
    media_source = NULL,
    attribution_touch_type = NULL,
    currency = NULL,
    timezone = "Europe/Moscow",
    retargeting = NULL,
    app_id = getOption("apps_flyer_app_id"),
    api_token = getOption("apps_flyer_api_key"))
```

Arguments

`date_from`	Reporting start date.
`date_to`	Reporting finish date.
`report_type`	Report type. One of: daily_report, partners_report, partners_by_date_report, geo_report, geo_by_date_report. For more details go to Integration > API access in AppsFlyer Web UI.
`additional_fields`	Character vector of report's additional fields.
`media_source`	Use to limit (filter) to a specific media source.for example, if you need inly facebook data in your report use media_source="facebook".

`attribution_touch_type`
: Set this parameter as shown in the example to get view-through attribution (VTA) KPIs. For example attribution_touch_type="impression".

`currency`
: Currency of revenue and cost. Aggregate Pull API reports always use the app-specific currency.

`timezone`
: Your timezone, for example Europe/Moscow.

`retargeting`
: If TRUE you get retargeting data.

`app_id`
: Your app id from apps flyer.

`api_token`
: Your AppsFlyer API token V1.0 for more details go link.

Author(s)

Alexey Seleznev

See Also

AppsFlyer Pull API documentation

Examples

```
## Not run:
af_set_api_token("Your API token")

geo_data <- af_get_aggregate_data(
    date_from   = "2021-03-01",
    date_to     = "2021-03-15",
    report_type = "geo_by_date_report",
    app_id      = "id0001111"
)

## End(Not run)
```

---

af_get_data *Get data from AppsFlyer Master API*

Description

Get statistic data from AppsFlyer Master API

Usage

```
af_get_data(
  date_from  = Sys.Date() - 8,
  date_to    = Sys.Date() - 1,
  dimensions = c("app_id",
                 "pid",
                 "af_channel",
```

```
                  "c",
                  "af_c_id",
                  "geo"),
  metrics    = c("impressions",
                  "clicks",
                  "installs",
                  "sessions",
                  "loyal_users",
                  "cost",
                  "revenue",
                  "uninstalls"),
  filters    = NULL,
  currency   = NULL,
  timezone  = "Europe/Moscow",
  app_id     = getOption("apps_flyer_app_id"),
  api_token  = getOption("apps_flyer_api_key")
)
```

Arguments

`date_from`	Reporting start date.
`date_to`	Reporting finish date.
`dimensions`	Character vector. These dimensions are used for collecting the data into groups to allow easier and more accurate examination of the information.. For more details see docs.
`metrics`	KPIs are the metrics used for gaining an insight into the behavior of your app. For more details see docs.
`filters`	Data filter expression, for example `filters=="geo=US,DE"`.
`currency`	Monetary values are in the app-specific currency. Example: `currency="preferred"`
`timezone`	Time zone used is according to the app-specific timezone. Example: `timezone="Europe/Moscow"`
`app_id`	Your app id from apps flyer.
`api_token`	Your AppsFlyer API token V1.0 for more details go link.

Author(s)

Alexey Seleznev

See Also

Master API documentation Field dictionary

Examples

```
## Not run:
af_set_api_token("Your API token")

ad_data <- af_get_data(
```

```
    date_from = "2021-03-01",
    date_to   = "2021-03-15",
    app_id    = "id0001111"
)

## End(Not run)
```

`af_get_raw_data` *Get AppsFlyer raw data reports*

Description

Get AppsFlyer organic and non-organic raw data reports

Usage

```
af_get_raw_data(
    date_from = Sys.Date() - 8,
    date_to = Sys.Date() - 1,
    report_type = c("installs_report",
                    "in_app_events_report",
                    "uninstall_events_report"),
    media_source           = NULL,
    category               = NULL,
    event_name             = NULL,
    currency               = NULL,
    is_organic = FALSE,
    additional_fields = c("device_model",
                          "keyword_id",
                          "store_reinstall",
                          "deeplink_url",
                          "oaid",
                          "install_app_store",
                          "contributor1_match_type",
                          "contributor2_match_type",
                          "contributor3_match_type",
                          "match_type",
                          "device_category",
                          "gp_referrer",
                          "gp_click_time",
                          "gp_install_begin",
                          "amazon_aid",
                          "keyword_match_type",
                          "att",
                          "conversion_type",
                          "campaign_type",
                          "is_lat"),
```

```
    timezone = "Europe/Moscow",
    retargeting = NULL,
    maximum_rows = 1000000,
    app_id = getOption("apps_flyer_app_id"),
    api_token = getOption("apps_flyer_api_key"))
```

Arguments

date_from	Reporting start date.
date_to	Reporting finish date.
report_type	Report type. One of: installs_report, in_app_events_report, uninstall_events_report. For more details go to Integration > API access in AppsFlyer Web UI.
media_source	Use to limit (filter) to a specific media source.for example, if you need inly facebook data in your report use media_source="facebook".
category	Traffic source category filter, for examplr category="standard".
event_name	Filter in-app events by specified events. Select multiple events by using a character vector. For example: event_name = c("af_purchase", "ftd").
currency	Currency of the revenue and cost.
is_organic	If TRUE you get only organic data.
additional_fields	Character vector of report's additional fields.
timezone	Your timezone, for example Europe/Moscow.
retargeting	If TRUE you get retargeting data.
maximum_rows	Report rows limit.
app_id	Your app id from apps flyer.
api_token	Your AppsFlyer API token V1.0 for more details go link.

Author(s)

Alexey Seleznev

See Also

AppsFlyer Pull API documentation

Examples

```
## Not run:
af_set_api_token("Your API token")

raw_data <- af_get_raw_data(
    date_from   = "2021-03-01",
    date_to     = "2021-03-15",
    report_type = "installs_report",
    app_id      = "id0001111"
)

## End(Not run)
```

af_get_targeting_validation_rules
Get targeting validation rules

Description

Get targeting validation rules from AppsFlyer

Usage

```
af_get_targeting_validation_rules(
  date_from              = Sys.Date() - 8,
  date_to                = Sys.Date() - 1,
  report_type            = c("invalid_installs_report",
                             "invalid_in_app_events_report"),
  additional_fields      = c("device_model",
                             "keyword_id",
                             "store_reinstall",
                             "deeplink_url",
                             "oaid",
                             "rejected_reason",
                             "rejected_reason_value",
                             "contributor1_match_type",
                             "contributor2_match_type",
                             "contributor3_match_type",
                             "match_type",
                             "device_category",
                             "gp_referrer",
                             "gp_click_time",
                             "gp_install_begin",
                             "amazon_aid",
                             "keyword_match_type",
                             "att",
                             "conversion_type",
                             "campaign_type",
                             "is_lat"),
  timezone               = "Europe/Moscow",
  maximum_rows           = 1000000,
  app_id                 = getOption("apps_flyer_app_id"),
  api_token              = getOption("apps_flyer_api_key")
)
```

Arguments

date_from	Reporting start date.
date_to	Reporting finish date.

report_type	Report type. One of: invalid_installs_report, invalid_in_app_events_report. For more details go to Integration > API access in AppsFlyer Web UI.
additional_fields	Character vector of report's additional fields.
timezone	Your timezone, for example Europe/Moscow.
maximum_rows	Report rows limit.
app_id	Your app id from apps flyer.
api_token	Your AppsFlyer API token V1.0 for more details go link

Author(s)

Alexey Seleznev

See Also

AppsFlyer Pull API documentation

Examples

```
## Not run:
af_set_api_token("Your API token")

inv_data <- af_get_targeting_validation_rules(
    date_from   = "2021-03-01",
    date_to     = "2021-03-15",
    report_type = "invalid_installs_report",
    app_id      = "example.app.com"
)

## End(Not run)
```

---

af_set_api_token *Set AppsFlyer API token*

Description

Set AppsFlyer API token in current R session

Usage

```
af_set_api_token(api_token)
```

Arguments

api_token	Your AppsFlyer API token.

Author(s)

Alexey Seleznev

See Also

For more details go link

Examples

```
## Not run:
af_set_api_token("Your API token")

## End(Not run)
```

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