Package: rlinkedinads (via r-universe)

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Title Load Data from 'Linkedin Advertising API'

Version 0.2.0.9000

Description Get data from 'Linkedin Advertising API' <https://learn.microsoft.com/en-us/linkedin/marketing/overview>. You can load ad account hierarchy (accounts, users, campaign groups, campaigns and creatives) and also you can load ad analytics data from your 'Linkedin' Ad account.

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`lkd_auth` *Authorization in Linkedin API*

Description

Authorization in Linkedin API. For more details see link.

Usage

```
lkd_auth(login = Sys.getenv("LKD_LOGIN"))
```

Arguments

`login`	your Linkedin login

Value

No return value, just take API token

Examples

```
## Not run:
# set auth data
lkd_set_client_id('Your client id')
lkd_set_client_secret('Your client secret')
lkd_set_login('Your linkedin login')

lkd_auth()


## End(Not run)
```

lkd_get_accounts *Get account list*

Description

Get account list

Usage

```
lkd_get_accounts(start = 0, count = 1000)
```

Arguments

start	Integer, paggination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

Value

tibble with account metadata

lkd_get_accounts_by_authenticated_user *Find Ad Accounts by Authenticated User All ad accounts that an authenticated user has access*

Description

Find Ad Accounts by Authenticated User All ad accounts that an authenticated user has access

Usage

```
lkd_get_accounts_by_authenticated_user(start = 0, count = 1000)
```

Arguments

start	Integer, paggination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

Value

tibble with accounts list

`lkd_get_ad_account_users_by_accounts`

Find Ad Account Users by Accounts Fetch all users associated with a specific ad account. See next R*hrefhttps://learn.microsoft.com/en-us/linkedin/marketing/integrations/ads/account-structure/create-and-manage-account-users?view=li-lms-2023-10&tabs=http#find-ad-account-users-by-accountslink.*

Description

Find Ad Account Users by Accounts Fetch all users associated with a specific ad account. See next link.

Usage

```
lkd_get_ad_account_users_by_accounts(account_urn_id, start = 0, count = 1000)
```

Arguments

`account_urn_id`	accounts ID with a sponsoredAccount URN
`start`	Integer, paggination. The index of the first item you want results for.
`count`	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

Value

tibble with users list

`lkd_get_ads_analytics` *Get Linkedin ads analytics The Analytics Finder should be used when specifying a single pivot.*

Description

Get Linkedin ads analytics The Analytics Finder should be used when specifying a single pivot.

Usage

```
lkd_get_ads_analytics(
 pivot = c("COMPANY", "ACCOUNT", "SHARE", "CAMPAIGN", "CREATIVE", "CAMPAIGN_GROUP",
    "CONVERSION", "CONVERSATION_NODE", "CONVERSATION_NODE_OPTION_INDEX",
    "SERVING_LOCATION", "CARD_INDEX", "MEMBER_COMPANY_SIZE", "MEMBER_INDUSTRY",
  "MEMBER_SENIORITY", "MEMBER_JOB_TITLE", "MEMBER_JOB_FUNCTION", "MEMBER_COUNTRY_V2",
    "MEMBER_REGION_V2", "MEMBER_COMPANY"),
  fields = c("pivotValues", "dateRange", "clicks", "impressions", "dateRange",
```

```
    "costInUsd", "oneClickLeads", "externalWebsiteConversions"),
  date_from = Sys.Date() - 31,
  date_to = Sys.Date() - 1,
  time_granularity = c("DAILY", "ALL", "MONTHLY", "YEARLY"),
  campaign_type = NULL,
  sort_by_fields = c("", "COST_IN_LOCAL_CURRENCY", "IMPRESSIONS", "ONE_CLICK_LEADS",
    "OPENS", "SENDS", "EXTERNAL_WEBSITE_CONVERSIONS"),
  sort_by_order = c("", "ASCENDING", "DESCENDING"),
  ...
)
```

Arguments

`pivot`	String. Pivot of results, by which each report data point is grouped. • COMPANY - Group results by advertiser's company • ACCOUNT - Group results by account. • SHARE - Group results by sponsored share. • CAMPAIGN - Group results by campaign. • CREATIVE - Group results by creative. • CAMPAIGN_GROUP - Group results by campaign group. • CONVERSION - Group results by conversion. • CONVERSATION_NODE - The element row in the conversation will be the information for each individual node of the conversation tree. • CONVERSATION_NODE_OPTION_INDEX - Used actionClicks are deaggregated and reported at the Node Button level. The second value of the pivot_values will be the index of the button in the node. • SERVING_LOCATION - Group results by serving location, onsite or offsite. • CARD_INDEX - Group results by the index of where a card appears in a carousel ad creative. Metrics are based on the index of the card at the time when the user's action (impression, click, etc.) happened on the creative (Carousel creatives only). • MEMBER_COMPANY_SIZE - Group results by member company size. • MEMBER_INDUSTRY - Group results by member industry. • MEMBER_SENIORITY - Group results by member seniority. • MEMBER_JOB_TITLE - Group results by member job title. • MEMBER_JOB_FUNCTION - Group results by member job function. • MEMBER_COUNTRY_V2 - Group results by member country. • MEMBER_REGION_V2 - Group results by member region. • MEMBER_COMPANY - Group results by member company. • PLACEMENT_NAME - Group results by placement. • IMPRESSION_DEVICE_TYPE - Group results by the device type the ad made an impression on. Reach metrics and conversion metrics will not be available when this pivot is used.
`fields`	String vector of report metrics. You can find list of actual metrics here.

`date_from` Date. Represents the inclusive start time range of the analytics. If unset, it indicates an open range up to the end time.

`date_to` Date. Represents the inclusive end time range of the analytics. Must be after start time if it's present. If unset, it indicates an open range from start time to everything after.

`time_granularity`
String. Time granularity of results. Valid enum values:

- ALL - Results grouped into a single result across the entire time range of the report.
- DAILY - Results grouped by day.
- MONTHLY - Results grouped by month.
- YEARLY - Results grouped by year.

`campaign_type` String. Match result by a campaign type. Supported types are: TEXT_AD, SPONSORED_UPDATES, SPONSORED_INMAILS, DYNAMIC. Requires at least one other facet. Defaults to empty.

`sort_by_fields` String. The field by which the results are sorted. Supported values include:

- COST_IN_LOCAL_CURRENCY
- IMPRESSIONS
- CLICKS
- ONE_CLICK_LEADS
- OPENS
- SENDS
- EXTERNAL_WEBSITE_CONVERSIONS

`sort_by_order` String. The order of the results. Supported values include:

- ASCENDING
- DESCENDING

`...` Faceting parameter For more details see next link.You must specify at least one of:

- shares - Match result by share facets. Defaults to empty.
- campaigns - Match result by campaign facets. Defaults to empty. For example `campaigns = c('urn:li:sponsoredCampaign:253102116', 'urn:li:sponsoredCampaign:2`
- creatives - Match result by creative facets. Defaults to empty.
- campaignGroups - Match result by campaign group facets. Defaults to empty.
- accounts - Match result by sponsored ad account facets. Defaults to empty. For example `accounts = 'urn:li:sponsoredAccount:511009658'`.
- companies - Match result by company facets. Defaults to empty.

Value

tibble with report

Examples

```
## Not run:
stat <- lkd_get_ads_analytics(
    pivot            = 'CAMPAIGN',
    date_from        = '2023-09-01',
    date_to          = '2023-09-30',
    time_granularity = 'DAILY',
    fields           = c(
      'pivotValues',
      'dateRange',
      'clicks',
      'impressions',
      'dateRange',
      'costInUsd',
      'oneClickLeads',
      'externalWebsiteConversions'
    ),
    accounts  = 'urn:li:sponsoredAccount:511009658',
    campaigns = c(
      'urn:li:sponsoredCampaign:253102116',
      'urn:li:sponsoredCampaign:276103383'
    )
 )

## End(Not run)
```

`lkd_get_campaign_groups` *Get Ad campaign Groups Campaign groups provide advertisers a way to manage status, budget, and performance across multiple related campaigns.*

Description

Get Ad campaign Groups Campaign groups provide advertisers a way to manage status, budget, and performance across multiple related campaigns.

Usage

```
lkd_get_campaign_groups(
  account_id = lkd_get_account_id(),
  test = FALSE,
  start = 0,
  count = 1000
)
```

Arguments

account_id	your Linkedin Ad Account ID
test	Searches for campaigns based on test or non-test status: • True: for test campaigns • False: for non-test campaigns If not specified, searches for both test and non-test campaigns.
start	Integer, paggination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

Value

tibble with campaign groups metadata

---

lkd_get_campaigns *Get campaigns*

Description

Get campaigns

Usage

```
lkd_get_campaigns(
  account_id = lkd_get_account_id(),
  test = FALSE,
  start = 0,
  count = 1000
)
```

Arguments

account_id	your Linkedin Ad Account ID
test	Searches for campaigns based on test or non-test status: • True: for test campaigns • False: for non-test campaigns If not specified, searches for both test and non-test campaigns.
start	Integer, paggination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

Value

tibble with campaign metadata

lkd_get_creatives *Get Creatives You can search for creative content in order to get a collection of creatives matching*

Description

Get Creatives You can search for creative content in order to get a collection of creatives matching

Usage

```
lkd_get_creatives(account_id = lkd_get_account_id(), start = 0, count = 1000)
```

Arguments

account_id	your Linkedin Ad Account ID
start	Integer, paggination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

Value

tibble with creatives metadata

lkd_remove_token *remove token*

Description

remove token

Usage

```
lkd_remove_token(login = lkd_get_login())
```

Arguments

login	your login at Linkedin

Value

no return value, just remove token cacche

`lkd_set_account_id` *Set Ad Account ID for R session*

Description

Set Ad Account ID for R session

Usage

```
lkd_set_account_id(account_id)
```

Arguments

`account_id`	Id of your ad account

Value

no return value

`lkd_set_api_version` *Set Linkedin API version For dwtwils se next* R*hrefhttps://learn.microsoft.com/en-us/linkedin/marketing/versioning?view=li-lms-2023-10link*

Description

Set Linkedin API version For dwtwils se next link

Usage

```
lkd_set_api_version(api_version)
```

Arguments

`api_version`	Linkedin API version

Value

no return value

`lkd_set_client_id` *Set App Client ID For more information see this* R*hrefhttps://learn.microsoft.com/en-us/linkedin/marketing/quick-start?view=li-lms-2023-10#step-1-apply-for-api-accesslinks.*

Description

Set App Client ID For more information see this links.

Usage

```
lkd_set_client_id(client_id)
```

Arguments

`client_id`	you linkedin APP ID

Value

no return value

`lkd_set_client_secret` *Set App Client secret For more information see this* R*hrefhttps://learn.microsoft.com/en-us/linkedin/marketing/quick-start?view=li-lms-2023-10#step-1-apply-for-api-accesslinks.*

Description

Set App Client secret For more information see this links.

Usage

```
lkd_set_client_secret(client_secret)
```

Arguments

`client_secret`	Your APP secret

Value

no return value

lkd_set_login *Set login for current R session*

Description

Set login for current R session

Usage

```
lkd_set_login(login)
```

Arguments

login	Your Linkedin login

Value

no return value

lkd_set_token_path *Set own token cache path*

Description

Set own token cache path

Usage

```
lkd_set_token_path(token_path)
```

Arguments

token_path	Path to cache folder

Value

no return value

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