Package: rtiktokads (via r-universe)

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Title Load Data from 'tiktok Marketing API'

Version 0.3.4

Description Loading data from 'tiktok Marketing API' <https://business-api.tiktok.com/portal> by business centers, advertisers, budgets and reports.

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BugReports https://github.com/selesnow/rtiktokads/issues

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`tik_auth` *Authorization in 'TikTok Marketing API'*

Description

Authorization in 'TikTok Marketing API'

Usage

```
tik_auth(username = tik_get_username(), token_path = tik_get_token_path())
```

Arguments

`username`	TikTok login
`token_path`	auth cache folder

Value

tik_access_token object

`tik_get_ad_groups` *Get Ad Groups*

Description

Get Ad Groups

Usage

```
tik_get_ad_groups(advertiser_id, fields = NULL)
```

Arguments

`advertiser_id`	Advertiser ID.
`fields`	Fields that you want to get.

Value

tibble with AdGroup meta data

tik_get_ads *Get Ads*

Description

Get Ads

Usage

```
tik_get_ads(advertiser_id, fields = NULL)
```

Arguments

advertiser_id	Advertiser ID.
fields	Fields that you want to get.

Value

tibble with Ads metadata

tik_get_advertiser_accounts *Get Authorized Ad Accounts*

Description

Get Authorized Ad Accounts

Usage

```
tik_get_advertiser_accounts()
```

Value

tibble with advertisers name and id

Examples

```
## Not run:
advertisers <- tik_get_advertiser_accounts()

## End(Not run)
```

tik_get_advertiser_balance *Get the Balance and Budget of Ad Accounts*

Description

Use this endpoint to obtain the balance of ad accounts in the Business Center. You can also use this endpoint to obtain the budget of the ad accounts owned by the Business Center in auto-allocation mode.

Usage

```
tik_get_advertiser_balance(bc_id, fields = NULL)
```

Arguments

bc_id	Business Center ID.
fields	A list of additional fields to return in the response. Supported values: • budget_remaining: The remaining budget. • budget_frequency_restriction: Restrictions on the number of budget changes allowed for the current day. • budget_amount_restriction: Restrictions on the minimum amount that can be changed for the budget. • min_transferable_amount: Details of the minimal amount that you can transfer to the ad account.

Value

tibble with balance and budget info

Examples

```
## Not run:
bc <- tik_get_business_centers()
acs_balance <- tik_get_advertiser_balance(bc$bc_id)

## End(Not run)
```

tik_get_advertiser_info *Get Ad Account Details*

Description

Get Ad Account Details

Usage

```
tik_get_advertiser_info(advertiser_ids, fields = NULL)
```

Arguments

advertiser_ids	List of advertiser IDs to query. You can obtain Advertiser IDs through the tik_get_advertiser_accounts() function
fields	A list of information to be returned. Supported values:

- telephone_number
- contacter
- currency
- cellphone_number
- timezone
- advertiser_id
- role
- company
- status
- description
- rejection_reason
- address
- name
- language
- industry
- license_no
- email
- license_url
- country
- balance
- create_time
- display_timezone
- owner_bc_id
- company_name_editable.

Value

tibble with advertisers onfo

Examples

```
## Not run:
advertisers <- tik_get_advertiser_accounts()
advertisers_info <- tik_get_advertiser_info(advertisers$advertiser_id)

## End(Not run)
```

---

tik_get_bc_partners *Get the Partners of a BC*

Description

Get the Partners of a BC

Usage

```
tik_get_bc_partners(bc_id)
```

Arguments

bc_id	Business Center ID.

Value

tibble with list of partners

---

tik_get_business_centers *Get Business Centers*

Description

Get Business Centers

Usage

```
tik_get_business_centers()
```

Value

tibble with business centers info

Examples

```
## Not run:
bc <- tik_get_business_centers()

## End(Not run)
```

`tik_get_campaigns` *Get Campaigns*

Description

Get Campaigns

Usage

```
tik_get_campaigns(advertiser_id, fields = NULL)
```

Arguments

`advertiser_id`	Advertiser ID.
`fields`	Fields that you want to get.

Value

tibble with campaigns metadata

`tik_get_report` *Get Marketing Report*

Description

Use this function to create a synchronous report task. This function can currently return the reporting data of up to 20,000 advertisements. If your number of advertisements exceeds 20,000, please use campaign_ids / adgroup_ids / ad_ids as a filter to obtain the reporting data of all advertisements in batches. If you use campaign_ids / adgroup_ids / ad_ids as a filter, you can pass in up to 100 IDs at a time.

Usage

```
tik_get_report(
  advertiser_id = NULL,
  advertiser_ids = NULL,
  bc_id = NULL,
  service_type = NULL,
  report_type = "BASIC",
  data_level = "AUCTION_ADVERTISER",
  dimensions = c("advertiser_id", "stat_time_day"),
  metrics = "spend",
  enable_total_metrics = FALSE,
  start_date = Sys.Date() - 7,
  end_date = Sys.Date() - 1,
  query_lifetime = FALSE,
  multi_adv_report_in_utc_time = FALSE,
  order_field = NULL,
  order_type = NULL
)
```

Arguments

advertiser_id	Advertiser ID. You need to pass in either advertiser_id/advertiser_ids or bc_id. • When report_type is set to BASIC or AUDIENCE, pass in advertiser_id or advertiser_ids. If you pass in both advertiser_id and advertiser_ids, advertiser_id will be ignored. • When report_type is set to PLAYABLE_MATERIAL, CATALOG, or TT_SHOP, pass in advertiser_id. • When report_type is set to BC, pass in bc_id.
advertiser_ids	A list of advertiser IDs.
bc_id	ID of a Business Center that you have access to.
service_type	Ad service type. Not supported when report_type is BC. • AUCTION: auction ads, or both auction ads and reservation ads. • RESERVATION (deprecated) : reservation ads.
report_type	Report type: • BASIC: basic report. • AUDIENCE: audience report. • PLAYABLE_MATERIAL: playable ads report. • CATALOG: DSA report. • BC: Business Center report. • TT_SHOP: GMV max ads report.
data_level	The data level that you'd like to query in reports. • AUCTION_AD: auction ads or both auction ads and reservation ads, ad level.

- AUCTION_ADGROUP: auction ads or both auction ads and reservation ads, ad group level.
- AUCTION_CAMPAIGN: auction ads or both auction ads and reservation ads, campaign level.
- AUCTION_ADVERTISER: auction ads or both auction ads and reservation ads, advertiser level.

`dimensions` Grouping conditions. For example: ("campaign_id", "stat_time_day") indicates that both campaign_id and stat_time_day (days) are grouped. Different report types support different dimensions.

- Supported dimensions in basic reports
- Supported dimensions in audience reports
- Supported dimensions in playable ad reports
- Supported dimensions in DSA reports
- Supported dimensions in Business Center reports
- Supported dimensions in GMV max ads reports

`metrics` Metrics to query. Different report types support different metrics. For supported metrics for each report type, see the corresponding articles under Report types.

`enable_total_metrics` Whether to enable the total added-up data for your requested metrics. When enable_total_metrics is enabled, we will provide the aggregate data for all pages as you query different pages. Under this condition, you only need to specify this field when requesting data for the first page.

`start_date` Query start date (closed interval) in the format of YYYY-MM-DD. The date is based on the ad account time zone.

`end_date` Query end date (closed interval) in the format of YYYY-MM-DD. The date is based on the ad account time zone.

`query_lifetime` Whether to request the lifetime metrics. Default value: False. If query_lifetime = True, the start_date and end_date parameters will be ignored. The lifetime metric name is the same as the normal one.

`multi_adv_report_in_utc_time` Whether to set the returned metrics in the local timezone of each respective advertiser.

`order_field` Sorting field.

`order_type` Sorting order. ASC or DESC.

Details

To take more details see API documentation

Value

tibble with report data

Examples

```
## Not run:
report <- tik_get_report(advertiser_id = '7499750467069771792')

## End(Not run)
```

`tik_get_token_path` *Get Auth Cache Folder*

Description

Get Auth Cache Folder

Usage

```
tik_get_token_path()
```

Value

character, cache folder path

`tik_get_username` *Get Auth Username*

Description

Get Auth Username

Usage

```
tik_get_username()
```

Value

character, current auth username

tik_set_token_path *Change Session Token Path*

Description

Change Session Token Path

Usage

```
tik_set_token_path(
  token_path = ifelse(getOption("tiktok.auth_cache_mode") == "global",
   rappdirs::site_data_dir("rtiktokads"), rappdirs::user_cache_dir("rtiktokads"))
)
```

Arguments

token_path	auth cache folder

Value

using for side effect, no return value

tik_set_username *Set Session Auth Username*

Description

Set Session Auth Username

Usage

```
tik_set_username(username)
```

Arguments

username	TikTok login

Value

using for side effect, no return value

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