

# Package ‘snapchatadsR’

October 28, 2022

**Type** Package

**Title** Get Snapchat Ads Data via the 'Windsor.ai' API

**Version** 0.1.0

**Description** Collect your data on digital marketing campaigns from Snapchat Ads using the 'Windsor.ai' API <<https://windsor.ai/api-fields/>>.

**License** GPL-3

**URL** <https://windsor.ai/>

**Depends** R (>= 3.5.0)

**Imports** jsonlite (>= 1.7.2)

**Suggests** knitr, rmarkdown, dplyr, ggplot2, tidyr, curl

**VignetteBuilder** knitr

**Encoding** UTF-8

**Language** en-US

**LazyData** true

**RoxygenNote** 7.2.1

**NeedsCompilation** no

**Author** Pablo Sanchez [cre, aut],  
Windsor.ai [cph]

**Maintainer** Pablo Sanchez <pablosama@outlook.es>

**Repository** CRAN

**Date/Publication** 2022-10-28 16:32:18 UTC

## R topics documented:

|                               |          |
|-------------------------------|----------|
| fetch_snapchatads . . . . .   | 2        |
| my_snapchatads_data . . . . . | 3        |
| <b>Index</b>                  | <b>4</b> |

---

|                   |  |
|-------------------|--|
| fetch_snapchatads | <i>fetch_snapchatads</i> A function to fetch Snapchat Ads data from the windsor.ai API |
|-------------------|--|

---

## Description

fetch\_snapchatads A function to fetch Snapchat Ads data from the windsor.ai API

## Usage

```
fetch_snapchatads(  
  api_key,  
  date_from = NULL,  
  date_to = NULL,  
  fields = c("campaign", "clicks", "spend", "impressions", "date")  
)
```

## Arguments

|           |   |
|-----------|---|
| api_key   | Your api key to access Windsor.ai API   |
| date_from | The date from which to start getting data in format YYYY-MM-DD  |
| date_to   | The date until which to start getting data in format YYYY-MM-DD   |
| fields    | he fields fetched from the API for a given connector See <a href="https://windsor.ai/api-fields/">https://windsor.ai/api-fields/</a> for details. |

## Value

A data frame with the desired data

## Examples

```
## Not run:  
my_snapchatads_data <- fetch_snapchatads(api_key = "your api key",  
  date_from = "2022-10-01",  
  date_to = "2022-10-02",  
  fields = c("campaign", "clicks",  
    "spend", "impressions", "date"))  
  
## End(Not run)
```

---

my\_snapchatads\_data *Sample of digital marketing data from Snapchat Ads downloaded by means of the Windsor.ai API.*

---

### Description

A dataset containing sample Snapchat ads data fetched from windsor.ai API. See more at: <https://windsor.ai/>

### Usage

my\_snapchatads\_data

### Format

A data frame with 164 rows and 5 variables:

**campaign** name of the campaign

**clicks** number of clicks

**spend** spend data

**impressions** impressions data

**date** date

### Source

<https://windsor.ai/>

# Index

## \* datasets

my\_snapchatads\_data, [3](#)

fetch\_snapchatads, [2](#)

my\_snapchatads\_data, [3](#)