Package 'rgoogleads'

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Title Loading Data from 'Google Ads API'

Version 0.14.1

Description Interface for loading data from 'Google Ads API',
see <https://developers.google.com/google-ads/api/docs/start>.
Package provide function for authorization and loading reports.

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

URL https://selesnow.github.io/rgoogleads/,
https://selesnow.github.io/rgoogleads/docs/,
https://github.com/selesnow/rgoogleads

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Imports gargle (>= 1.2.0), httr, stringr, rlang, dplyr (>= 1.0.0),
tidyr (>= 1.0.0), jsonlite, snakecase, cli (>= 3.0.0), pbapply,
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Contents

`rgoogleads-package` *Loading Data From 'Google Ads API'*

Description

Interface for loading data from 'Google Ads API', see https://developers.google.com/google-ads/api/docs/start. Package provide function for authorization and loading reports.

Capabilities of `rgoogleads`:

- Authorization in the Google Ads API
- Loading a list of top-level accounts
- Loading the entire hierarchy of accounts from manager accounts
- Loading list of Google Ads client account objects: campaigns, ad groups, ads, etc.

- Loading statistics from Google Ads client account
- Loading resource metadata, resource fields, segments and metrics
- Loading forecast and historical metrics from Keyword Planning.

Author(s)

Alexey Seleznev

See Also

- YouTube lessons playlist
- Oficial Google Ads API documantation
- Google Ads Query Builder
- rgoogleads home page

Examples

```
## Not run:
library(rgoogleads)

# set own oauth app
gads_auth_configure(path = 'C:/auth/app.json')
# set your developer token if needed, or use default developer token
gads_auth(email = 'me@gmail.com', developer_token = "own developer token")

# get list of accessible accounts
my_accounts <- gads_get_accessible_customers()

# set manager account id
gads_set_login_customer_id('xxx-xxx-xxxx')

# set client account id
gads_set_customer_id('xxx-xxx-xxxx')

# load report data
ad_group_report <- gads_get_report(
  resource    = "ad_group",
  fields = c("ad_group.campaign",
             "ad_group.id",
             "ad_group.name",
             "ad_group.status",
             "metrics.clicks",
             "metrics.cost_micros"),
  date_from   = "2021-06-10",
  date_to     = "2021-06-17",
  where       = "ad_group.status = 'ENABLED'",
  order_by    = c("metrics.clicks DESC", "metrics.cost_micros")
)

## End(Not run)
```

gads_auth *Authorization in Google Ads API*

Description

Authorize rgoogleads to view and manage your Google Ads Account. This function is a wrapper around `gargle::token_fetch()`.

By default, you are directed to a web browser, asked to sign in to your Google account, and to grant rgoogleads permission to operate on your behalf with Google Ads. By default, with your permission, these user credentials are cached in a folder below your home directory, from where they can be automatically refreshed, as necessary. Storage at the user level means the same token can be used across multiple projects and tokens are less likely to be synced to the cloud by accident.

Usage

```
gads_auth(
  email = gargle::gargle_oauth_email(),
  path = NULL,
  cache = gargle::gargle_oauth_cache(),
  use_oob = gargle::gargle_oob_default(),
  developer_token = getOption("gads.developer.token"),
  token = NULL
)
```

Arguments

`email`	Optional. Allows user to target a specific Google identity.
`path`	Path to JSON file with identifying the service account
`cache`	Specifies the OAuth token cache.
`use_oob`	Whether to prefer "out of band" authentication.
`developer_token`	Your Google Ads Developer Token.
`token`	A token with class Token2.0 or an object of

Details

Most users, most of the time, do not need to call `gads_auth()` explicitly – it is triggered by the first action that requires authorization. Even when called, the default arguments often suffice.

However, when necessary, `gads_auth()` allows the user to explicitly:

- Declare which Google identity to use, via an `email` specification.
- Use a service account token or workload identity federation via `path`.
- Bring your own `token`.
- Customize `scopes`.

- Use a non-default cache folder or turn caching off.
- Explicitly request out-of-band (OOB) auth via use_oob.

If you are interacting with R within a browser (applies to RStudio Server, Posit Workbench, Posit Cloud, and Google Colaboratory), you need OOB auth or the pseudo-OOB variant. If this does not happen automatically, you can request it explicitly with use_oob = TRUE or, more persistently, by setting an option via options(gargle_oob_default = TRUE).

The choice between conventional OOB or pseudo-OOB auth is determined by the type of OAuth client. If the client is of the "installed" type, use_oob = TRUE results in conventional OOB auth. If the client is of the "web" type, use_oob = TRUE results in pseudo-OOB auth. Packages that provide a built-in OAuth client can usually detect which type of client to use. But if you need to set this explicitly, use the "gargle_oauth_client_type" option:

```
options(gargle_oauth_client_type = "web")       # pseudo-OOB
# or, alternatively
options(gargle_oauth_client_type = "installed") # conventional OOB
```

For details on the many ways to find a token, see gargle::token_fetch(). For deeper control over auth, use gads_auth_configure() to bring your own OAuth client or API key. To learn more about gargle options, see gargle::gargle_options.

Value

Token2.0

See Also

Other auth functions: gads_auth_configure(), gads_deauth()

Examples

```
## Not run:
## load/refresh existing credentials, if available
## otherwise, go to browser for authentication and authorization
gads_auth()

## force use of a token associated with a specific email
gads_auth(email = "yourname@example.com")

## force a menu where you can choose from existing tokens or
## choose to get a new one
gads_auth(email = NA)

## -----------------------
## use own developer token
gads_auth(
    email = "yourname@example.com",
    developer_token = "your developer token"
)
```

```
## ----------------------
## use own OAuth client app
gads_auth_configure(
    path = "path/to/your/oauth_client.json"
)

gads_auth(email = "yourname@example.com")

## End(Not run)
```

---

gads_auth_configure *Edit and view auth configuration*

Description

These functions give more control over and visibility into the auth configuration than gads_auth() does. gads_auth_configure() lets the user specify their own:

- OAuth client, which is used when obtaining a user token.
- API key. If rgoogleads is de-authorized via gads_deauth(), all requests are sent with an API key in lieu of a token.

See the vignette("get-api-credentials", package = "gargle") for more. If the user does not configure these settings, internal defaults are used.

gads_oauth_client() and gads_api_key() retrieve the currently configured OAuth client and API key, respectively.

Usage

```
gads_auth_configure(
  client,
  path,
  api_key,
  developer_token,
  app = lifecycle::deprecated()
)

gads_auth_cache_path()

gads_open_auth_cache_folder()

gads_api_key()

gads_developer_token()

gads_oauth_app()
```

Arguments

client	A Google OAuth client, presumably constructed via gargle::gargle_oauth_client_from_json(). Note, however, that it is preferred to specify the client with JSON, using the path argument.
path	JSON downloaded from Google Cloud Console, containing a client id and secret, in one of the forms supported for the txt argument of jsonlite::fromJSON() (typically, a file path or JSON string).
api_key	API key.
developer_token	Your Google Ads Developer Token.
app	**[Deprecated]** Replaced by the client argument.

Value

- gads_auth_configure(): An object of R6 class gargle::AuthState, invisibly.
- gads_oauth_client(): the current user-configured OAuth client.
- gads_api_key(): the current user-configured API key.

See Also

Other auth functions: gads_auth(), gads_deauth()

Examples

```
## Not run:
# see and store the current user-configured OAuth app (probaby `NULL`)
(original_app <- gads_oauth_app())

# see and store the current user-configured API key (probaby `NULL`)
(original_api_key <- gads_api_key())

if (require(httr)) {
  # bring your own app via client id (aka key) and secret
  google_app <- httr::oauth_app(
    "my-awesome-google-api-wrapping-package",
    key = "YOUR_CLIENT_ID_GOES_HERE",
    secret = "YOUR_SECRET_GOES_HERE"
  )
  google_key <- "YOUR_API_KEY"
  gads_auth_configure(app = google_app, api_key = google_key)

  # confirm the changes
  gads_oauth_app()
  gads_api_key()

  # bring your own app via JSON downloaded from Google Developers Console
  # this file has the same structure as the JSON from Google
  gads_auth_configure(path = app_path)
```

```
  # confirm the changes
  gads_oauth_app()

  # use own developer token
  gads_auth_configure(developer_token = 'Your developer token')

}

# restore original auth config
gs4_auth_configure(app = original_app, api_key = original_api_key)

## End(Not run)
```

`gads_check_errors` *Helper function for check api answer on error*

Description

Helper function for check api answer on error

Usage

```
gads_check_errors(out, client_id = NULL, verbose = FALSE, request_id)
```

Arguments

`out`	API answer
`client_id`	Google Ads Customer id
`verbose`	Console output
`request_id`	Api request id

Value

stop the function when api request faild

`gads_customer` *Get all information about Google Ads Customer*

Description

Get all information about Google Ads Customer

Usage

```
gads_customer(customer_id = getOption("gads.customer.id"), verbose = TRUE)
```

Arguments

customer_id	Google Ads customer id
verbose	Processing log output into console

Value

Google Ads customer data

See Also

Method: SearchStream documentation

---

gads_customer_id_from_env

Get customer id for error message

Description

Get customer id for error message

Usage

```
gads_customer_id_from_env()
```

Value

only set customer id into env

---

gads_customer_id_to_env

Write customer id for error message

Description

Write customer id for error message

Usage

```
gads_customer_id_to_env(customer_id)
```

Arguments

customer_id	Your client customer id

Value

only set customer id into env

gads_deauth *Suspend authorization*

Description

Put rgoogleads into a de-authorized state. Instead of sending a token, rgoogleads will send an API key. This can be used to access public resources for which no Google sign-in is required. This is handy for using rgoogleads in a non-interactive setting to make requests that do not require a token. It will prevent the attempt to obtain a token interactively in the browser. The user can configure their own API key via `gads_auth_configure()` and retrieve that key via `gads_api_key()`. In the absence of a user-configured key, a built-in default key is used.

Usage

```
gads_deauth()
```

Value

only suspend authorization

See Also

Other auth functions: `gads_auth()`, `gads_auth_configure()`

gads_fix_names *function for fix names in get_report*

Description

function for fix names in get_report

Usage

```
gads_fix_names(x)
```

Arguments

x	character, column names

Value

new columns names

gads_get_accessible_customers

Get all data of customers directly accessible by the user authenticating the call.

Description

Get all data of customers directly accessible by the user authenticating the call.

Usage

```
gads_get_accessible_customers()
```

Value

List of your accessible accounts from top level

Examples

```
## Not run:
accounts <- gads_get_accessible_customers()

## End(Not run)
```

gads_get_account_hierarchy

Get Google Ads Manager Account Hierarchy

Description

Get Google Ads Manager Account Hierarchy

Usage

```
gads_get_account_hierarchy(
  manager_customer_id = getOption("gads.login.customer.id"),
  include_drafts = FALSE,
  login_customer_id = getOption("gads.login.customer.id")
)
```

Arguments

manager_customer_id	ID of the manager account whose hierarchy you want to get.
include_drafts	logical, Incliding drafts child account.
login_customer_id	Ypor top-level manager account id.

Value

tibble with data of all the child accounts

See Also

Get Account Hierarchy API documentation

Examples

```
## Not run:
acc_hier <- gads_get_account_hierarchy(
    manager_customer_id = '111-111-1111',
    login_customer_id   = '000-000-0000')

## End(Not run)
```

---

gads_get_ads *Get Ads Dictionary From Google Ads Client Account*

Description

Get Ads Dictionary From Google Ads Client Account

Usage

```
gads_get_ads(
  fields = c("ad_group_ad.ad.id", "ad_group_ad.ad.name",
    "ad_group_ad.ad.added_by_google_ads", "ad_group_ad.ad.app_ad.descriptions",
   "ad_group_ad.ad.app_ad.headlines", "ad_group_ad.ad.app_ad.html5_media_bundles",
    "ad_group_ad.ad.app_ad.images", "ad_group_ad.ad.app_ad.mandatory_ad_text",
   "ad_group_ad.ad.app_engagement_ad.videos", "ad_group_ad.ad.device_preference",
    "ad_group_ad.ad.display_upload_ad.display_upload_product_type",
   "ad_group_ad.ad.display_upload_ad.media_bundle", "ad_group_ad.ad.display_url",
    "ad_group_ad.ad.expanded_dynamic_search_ad.description",

    "ad_group_ad.ad.expanded_dynamic_search_ad.description2",
    "ad_group_ad.ad.expanded_text_ad.description",
    "ad_group_ad.ad.expanded_text_ad.description2",
    "ad_group_ad.ad.expanded_text_ad.headline_part1",
    "ad_group_ad.ad.expanded_text_ad.headline_part2",
    "ad_group_ad.ad.expanded_text_ad.headline_part3",
   "ad_group_ad.ad.expanded_text_ad.path1", "ad_group_ad.ad.expanded_text_ad.path2",
    "ad_group_ad.ad.final_url_suffix", "ad_group_ad.ad.final_urls",
    "ad_group_ad.ad.final_mobile_urls", "ad_group_ad.ad.hotel_ad",

    "ad_group_ad.ad.image_ad.image_url", "ad_group_ad.ad.image_ad.mime_type",
    "ad_group_ad.ad.image_ad.name", "ad_group_ad.ad.image_ad.pixel_height",
```

```
 "ad_group_ad.ad.image_ad.pixel_width", "ad_group_ad.ad.image_ad.preview_image_url",
  "ad_group_ad.ad.image_ad.preview_pixel_height",
  "ad_group_ad.ad.image_ad.preview_pixel_width",
  "ad_group_ad.ad.legacy_app_install_ad",
  "ad_group_ad.ad.legacy_responsive_display_ad.accent_color",
  "ad_group_ad.ad.legacy_responsive_display_ad.allow_flexible_color",
  "ad_group_ad.ad.legacy_responsive_display_ad.business_name",

  "ad_group_ad.ad.legacy_responsive_display_ad.description",
  "ad_group_ad.ad.legacy_responsive_display_ad.call_to_action_text",
  "ad_group_ad.ad.legacy_responsive_display_ad.format_setting",
  "ad_group_ad.ad.legacy_responsive_display_ad.logo_image",
  "ad_group_ad.ad.legacy_responsive_display_ad.long_headline",
  "ad_group_ad.ad.legacy_responsive_display_ad.main_color",
  "ad_group_ad.ad.legacy_responsive_display_ad.marketing_image",
  "ad_group_ad.ad.legacy_responsive_display_ad.price_prefix",
  "ad_group_ad.ad.legacy_responsive_display_ad.promo_text",

  "ad_group_ad.ad.legacy_responsive_display_ad.short_headline",
  "ad_group_ad.ad.legacy_responsive_display_ad.square_logo_image",
  "ad_group_ad.ad.legacy_responsive_display_ad.square_marketing_image",
 "ad_group_ad.ad.local_ad.call_to_actions", "ad_group_ad.ad.local_ad.descriptions",
  "ad_group_ad.ad.local_ad.headlines", "ad_group_ad.ad.local_ad.logo_images",
 "ad_group_ad.ad.local_ad.marketing_images", "ad_group_ad.ad.local_ad.path1",
  "ad_group_ad.ad.local_ad.path2", "ad_group_ad.ad.resource_name",

  "ad_group_ad.ad.responsive_display_ad.accent_color",
  "ad_group_ad.ad.responsive_display_ad.allow_flexible_color",
  "ad_group_ad.ad.responsive_display_ad.business_name",
  "ad_group_ad.ad.responsive_display_ad.call_to_action_text",
 "ad_group_ad.ad.responsive_display_ad.control_spec.enable_asset_enhancements",
  "ad_group_ad.ad.responsive_display_ad.control_spec.enable_autogen_video",
  "ad_group_ad.ad.responsive_display_ad.format_setting",
  "ad_group_ad.ad.responsive_display_ad.headlines",
  "ad_group_ad.ad.responsive_display_ad.long_headline",

  "ad_group_ad.ad.responsive_display_ad.main_color",
  "ad_group_ad.ad.responsive_display_ad.price_prefix",
  "ad_group_ad.ad.responsive_display_ad.promo_text",
  "ad_group_ad.ad.responsive_display_ad.square_marketing_images",
  "customer.descriptive_name", "customer.id"),
where = NULL,
order_by = NULL,
limit = NULL,
parameters = NULL,
customer_id = getOption("gads.customer.id"),
login_customer_id = getOption("gads.login.customer.id"),
include_resource_name = FALSE,
```

```
  cl = NULL,
  verbose = TRUE
)
```

Arguments

fields	character vector, list pf report fields, all report has own fields list, for example see field list of ads report.
where	Filter, for example you can filter campaigns by status `where = "campaign.status = 'ENABLED'"`.
order_by	Sorting, character vectors of fields and sorting directions, for example `order_by = c("campaign.name DESC", "metrics.clicks")`.
limit	Maximun rows in report
parameters	Query parameters, for example `parameters = "include_drafts=true"`.
customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
login_customer_id	Google Ads manager customer id
include_resource_name	Get resource names fields in report
cl	A cluster object created by makeCluster, or an integer to indicate number of child-processes (integer values are ignored on Windows) for parallel evaluations (see Details on performance).
verbose	Console log output

Value

tibble with ads dicrionary

See Also

Google Ads Query Builder

Examples

```
## Not run:
# set client customer id
gads_set_login_customer_id('xxx-xxx-xxxx')

# set manager id if you work under MCC
gads_set_customer_id('xxx-xxx-xxxx')

# load ads list
myads <- gads_get_ads(
   fields = c("ad_group_ad.ad.id",
              "customer.descriptive_name"),
   where = 'ad_group_ad.status = "ENABLED"'
```

```
)

## End(Not run)
```

---

gads_get_ad_groups *Get Ad Groups Dictionary From Google Ads Client Account*

Description

Get Ad Groups Dictionary From Google Ads Client Account

Usage

```
gads_get_ad_groups(
  customer_id = getOption("gads.customer.id"),
  fields = c("ad_group.id", "ad_group.name", "ad_group.status",
    "ad_group.ad_rotation_mode", "ad_group.base_ad_group", "ad_group.campaign",
    "campaign.id", "ad_group.display_custom_bid_dimension",
    "ad_group.effective_target_cpa_source", "ad_group.effective_target_roas",
    "ad_group.effective_target_roas_source", "ad_group.final_url_suffix",
    "ad_group.target_roas", "ad_group.type", "ad_group.url_custom_parameters",
   "ad_group.tracking_url_template", "customer.id", "customer.descriptive_name"),
  where = NULL,
  order_by = NULL,
  limit = NULL,
  parameters = NULL,
  login_customer_id = getOption("gads.login.customer.id"),
  include_resource_name = FALSE,
  cl = NULL,
  verbose = TRUE
)
```

Arguments

customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
fields	character vector, list of report fields, all report has own fields list, for example see field list of ad group report.
where	Filter, for example you can filter campaigns by status `where = "campaign.status = 'ENABLED'"`.
order_by	Sorting, character vectors of fields and sorting directions, for example `order_by = c("campaign.name DESC", "metrics.clicks")`.
limit	Maximun rows in report
parameters	Query parameters, for example `parameters = "include_drafts=true"`.

login_customer_id
: Google Ads manager customer id

include_resource_name
: Get resource names fields in report

cl
: A cluster object created by `makeCluster`, or an integer to indicate number of child-processes (integer values are ignored on Windows) for parallel evaluations (see Details on performance).

verbose
: Console log output

Value

tibble with ad group dicrionary

See Also

Google Ads Query Builder

Examples

```
## Not run:
# set client customer id
gads_set_login_customer_id('xxx-xxx-xxxx')

# set manager id if you work under MCC
gads_set_customer_id('xxx-xxx-xxxx')

# load ad groups list
adgroups <- gads_get_ad_groups(
    where = 'ad_group.status = "ENABLED"'
)


## End(Not run)
```

---

gads_get_ad_group_criterions

Get Ad Group Criterions Dictionary From Google Ads Client Account

---

Description

Get Ad Group Criterions Dictionary From Google Ads Client Account

Usage

```
gads_get_ad_group_criterions(
  customer_id = getOption("gads.customer.id"),
  fields = c("ad_group_criterion.ad_group", "ad_group_criterion.age_range.type",
   "ad_group_criterion.app_payment_model.type", "ad_group_criterion.approval_status",
```

```
  "ad_group_criterion.bid_modifier",
  "ad_group_criterion.combined_audience.combined_audience",
  "ad_group_criterion.cpc_bid_micros", "ad_group_criterion.cpm_bid_micros",
  "ad_group_criterion.cpv_bid_micros", "ad_group.id", "customer.id",
  "customer.descriptive_name", "ad_group_criterion.criterion_id",
  "ad_group_criterion.custom_affinity.custom_affinity",

  "ad_group_criterion.custom_audience.custom_audience",
  "ad_group_criterion.custom_intent.custom_intent",
 "ad_group_criterion.disapproval_reasons", "ad_group_criterion.display_name",
  "ad_group_criterion.effective_cpc_bid_micros",
  "ad_group_criterion.effective_cpc_bid_source",
  "ad_group_criterion.effective_cpm_bid_micros",
  "ad_group_criterion.effective_cpm_bid_source",
  "ad_group_criterion.effective_cpv_bid_micros",
  "ad_group_criterion.effective_cpv_bid_source",
  "ad_group_criterion.effective_percent_cpc_bid_micros",

  "ad_group_criterion.effective_percent_cpc_bid_source",
 "ad_group_criterion.final_mobile_urls", "ad_group_criterion.final_url_suffix",
  "ad_group_criterion.final_urls", "ad_group_criterion.gender.type",
 "ad_group_criterion.income_range.type", "ad_group_criterion.keyword.match_type",
  "ad_group_criterion.keyword.text", "ad_group_criterion.labels",
  "ad_group_criterion.listing_group.case_value.hotel_city.city_criterion",
  "ad_group_criterion.listing_group.case_value.hotel_class.value",
  "ad_group_criterion.listing_group.case_value.hotel_id.value",

  "ad_group_criterion.listing_group.case_value.hotel_state.state_criterion",
  "ad_group_criterion.listing_group.case_value.product_brand.value",
  "ad_group_criterion.listing_group.case_value.product_channel.channel",
  "ad_group_criterion.listing_group.case_value.product_condition.condition",
 "ad_group_criterion.listing_group.case_value.product_custom_attribute.index",
 "ad_group_criterion.listing_group.case_value.product_custom_attribute.value",
  "ad_group_criterion.listing_group.case_value.product_type.level",

  "ad_group_criterion.listing_group.case_value.product_item_id.value",
  "ad_group_criterion.listing_group.case_value.product_type.value",
  "ad_group_criterion.listing_group.parent_ad_group_criterion",
  "ad_group_criterion.listing_group.type",
  "ad_group_criterion.mobile_app_category.mobile_app_category_constant",
  "ad_group_criterion.mobile_application.app_id",
 "ad_group_criterion.mobile_application.name", "ad_group_criterion.negative",
  "ad_group_criterion.parental_status.type",
  "ad_group_criterion.percent_cpc_bid_micros",

  "ad_group_criterion.placement.url",
 "ad_group_criterion.position_estimates.estimated_add_cost_at_first_position_cpc",
 "ad_group_criterion.position_estimates.estimated_add_clicks_at_first_position_cpc",
```

```
    "ad_group_criterion.position_estimates.first_page_cpc_micros",
    "ad_group_criterion.position_estimates.first_position_cpc_micros",
    "ad_group_criterion.position_estimates.top_of_page_cpc_micros",
    "ad_group_criterion.quality_info.creative_quality_score",
    "ad_group_criterion.quality_info.post_click_quality_score",

    "ad_group_criterion.quality_info.quality_score",
    "ad_group_criterion.quality_info.search_predicted_ctr",
    "ad_group_criterion.resource_name", "ad_group_criterion.status",
   "ad_group_criterion.system_serving_status", "ad_group_criterion.topic.path",
    "ad_group_criterion.topic.topic_constant",
    "ad_group_criterion.tracking_url_template", "ad_group_criterion.type",
    "ad_group_criterion.url_custom_parameters",
    "ad_group_criterion.user_interest.user_interest_category",
    "ad_group_criterion.user_list.user_list",

    "ad_group_criterion.webpage.conditions",
    "ad_group_criterion.webpage.coverage_percentage",
    "ad_group_criterion.webpage.criterion_name",
    "ad_group_criterion.webpage.sample.sample_urls",
    "ad_group_criterion.youtube_channel.channel_id",
    "ad_group_criterion.youtube_video.video_id"),
  where = NULL,
  order_by = NULL,
  limit = NULL,
  parameters = NULL,
  login_customer_id = getOption("gads.login.customer.id"),
  include_resource_name = FALSE,
  cl = NULL,
  verbose = TRUE
)
```

Arguments

customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
fields	character vector, list of report fields, all report has own fields list, for example see field list of ad group report.
where	Filter, for example you can filter campaigns by status `where = "campaign.status = 'ENABLED'"`.
order_by	Sorting, character vectors of fields and sorting directions, for example `order_by = c("campaign.name DESC", "metrics.clicks")`.
limit	Maximun rows in report
parameters	Query parameters, for example `parameters = "include_drafts=true"`.
login_customer_id	Google Ads manager customer id

include_resource_name
: Get resource names fields in report

cl
: A cluster object created by makeCluster, or an integer to indicate number of child-processes (integer values are ignored on Windows) for parallel evaluations (see Details on performance).

verbose
: Console log output

Value

tibble with ad group criterions dicrionary

See Also

Google Ads Query Builder

Examples

```
## Not run:
# set client customer id
gads_set_login_customer_id('xxx-xxx-xxxx')

# set manager id if you work under MCC
gads_set_customer_id('xxx-xxx-xxxx')

# load ad groups keywords list
kw <- gads_get_ad_group_criterions()


## End(Not run)
```

---

gads_get_campaigns *Get Campaigns Dictionary From Google Ads Client Account*

Description

Get Campaigns Dictionary From Google Ads Client Account

Usage

```
gads_get_campaigns(
 fields = c("campaign.id", "campaign.name", "campaign.accessible_bidding_strategy",
  "campaign.ad_serving_optimization_status", "campaign.advertising_channel_sub_type",
   "campaign.advertising_channel_type", "campaign.app_campaign_setting.app_id",
    "campaign.app_campaign_setting.app_store", "campaign.base_campaign",
    "campaign.bidding_strategy",
    "campaign.app_campaign_setting.bidding_strategy_goal_type",
    "campaign.campaign_budget", "campaign.bidding_strategy_type",
    "campaign.dynamic_search_ads_setting.language_code",
```

```
    "campaign.start_date_time", "campaign.end_date_time", "campaign.status",
    "campaign.manual_cpm", "campaign.manual_cpv",
    "campaign.maximize_conversion_value.target_roas",
    "campaign.maximize_conversions.target_cpa_micros",
    "campaign.network_settings.target_content_network",
    "campaign.network_settings.target_google_search",
    "campaign.network_settings.target_partner_search_network",
    "campaign.network_settings.target_search_network",
    "campaign.optimization_goal_setting.optimization_goal_types",
    "campaign.optimization_score",
     "campaign.payment_mode",
    "campaign.serving_status", "campaign.shopping_setting.campaign_priority",
    "campaign.target_roas.target_roas", "campaign.tracking_url_template",
    "customer.descriptive_name", "customer.id"),
  where = NULL,
  order_by = NULL,
  limit = NULL,
  parameters = NULL,
  customer_id = getOption("gads.customer.id"),
  login_customer_id = getOption("gads.login.customer.id"),
  include_resource_name = FALSE,
  cl = NULL,
  verbose = TRUE
)
```

Arguments

`fields`	character vector, list of report fields, all report has own fields list, for example see field list of campaigns report.
`where`	Filter, for example you can filter campaigns by status `where = "campaign.status = 'ENABLED'"`.
`order_by`	Sorting, character vectors of fields and sorting directions, for example `order_by = c("campaign.name DESC", "metrics.clicks")`.
`limit`	Maximun rows in report
`parameters`	Query parameters, for example `parameters = "include_drafts=true"`.
`customer_id`	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
`login_customer_id`	Google Ads manager customer id
`include_resource_name`	Get resource names fields in report
`cl`	A cluster object created by `makeCluster`, or an integer to indicate number of child-processes (integer values are ignored on Windows) for parallel evaluations (see Details on performance).
`verbose`	Console log output

Value

tibble with campaings dicrionary

See Also

Google Ads Query Builder

Examples

```
## Not run:
# set client customer id
gads_set_login_customer_id('xxx-xxx-xxxx')

# set manager id if you work under MCC
gads_set_customer_id('xxx-xxx-xxxx')

# load campaing list
camps <- gads_get_campaigns(
    where = "campaign.status = 'ENABLED'"
)


## End(Not run)
```

`gads_get_fields` *Get resource or field information.*

Description

Get resource or field information.

Usage

```
gads_get_fields(object_name)
```

Arguments

`object_name`	name of resource, resource's field, segmentation field or metric

Value

List of resource or field metadata

See Also

Resource Metadata API documentation

Examples

```
## Not run:
ad_group_info <- gads_get_fields("ad_group")

## End(Not run)
```

`gads_get_geo_targets` *Download CSV of geo targets*

Description

Download CSV of geo targets

Usage

```
gads_get_geo_targets(
  doc_page = "https://developers.google.com/google-ads/api/reference/data/geotargets",
   file_link = "auto"
)
```

Arguments

`doc_page`	Link to Google Ads API Reference page
`file_link`	Link to csv file, default is 'auto'

Value

data.frame with geo targets dictionary

See Also

Google Ads Geo Targets document page

Examples

```
## Not run:
geo_dict <- gads_get_geo_targets()

## End(Not run)
```

gads_get_keywords *Get Keyword Dictionary From Google Ads Client Account*

Description

Get Keyword Dictionary From Google Ads Client Account

Usage

```
gads_get_keywords(
  customer_id = getOption("gads.customer.id"),
 fields = c("ad_group_criterion.criterion_id", "ad_group_criterion.keyword.text",
    "ad_group_criterion.keyword.match_type", "ad_group_criterion.status",
   "ad_group_criterion.approval_status", "ad_group_criterion.system_serving_status",
    "ad_group_criterion.quality_info.quality_score",
    "ad_group_criterion.quality_info.creative_quality_score",
    "ad_group_criterion.quality_info.post_click_quality_score", "ad_group.id",
   "ad_group.name", "ad_group.status", "campaign.id", "campaign.name", "customer.id",
    "customer.descriptive_name",
     "metrics.average_cpc", "metrics.average_cost",
    "metrics.ctr", "metrics.bounce_rate"),
  where = NULL,
  order_by = NULL,
  limit = NULL,
  parameters = NULL,
  login_customer_id = getOption("gads.login.customer.id"),
  include_resource_name = FALSE,
  cl = NULL,
  verbose = TRUE
)
```

Arguments

customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
fields	character vector, list of report fields, all report has own fields list, for example see field list of keyword report.
where	Filter, for example you can filter campaigns by status `where = "campaign.status = 'ENABLED'"`.
order_by	Sorting, character vectors of fields and sorting directions, for example `order_by = c("campaign.name DESC", "metrics.clicks")`.
limit	Maximun rows in report
parameters	Query parameters, for example `parameters = "include_drafts=true"`.
login_customer_id	Google Ads manager customer id

include_resource_name
: Get resource names fields in report

cl
: A cluster object created by makeCluster, or an integer to indicate number of child-processes (integer values are ignored on Windows) for parallel evaluations (see Details on performance).

verbose
: Console log output

Value

tibble with Keyword criterions dicrionary

See Also

Google Ads Query Builder

---

gads_get_metadata *Get metada of object, RESOURCE, ATTRIBUTE, METRIC or SEGMENT*

Description

Get metada of object, RESOURCE, ATTRIBUTE, METRIC or SEGMENT

Usage

```
gads_get_metadata(
  category = c("RESOURCE", "ATTRIBUTE", "METRIC", "SEGMENT", "ALL"),
 fields = c("name", "category", "data_type", "selectable", "filterable", "sortable",
  "selectable_with", "metrics", "segments", "is_repeated", "type_url", "enum_values",
   "attribute_resources")
)
```

Arguments

category
: Object category

fields
: Metadata fields

Value

tibble with object metadata important arrays in result:

attributeResources Resources that can be using in resource argument in gads_get_report.

metrics Metrics that are available to be selected with the resource in the field argument in gads_get_report. Only populated for fields where the category is RESOURCE.

segments Segment keys that can be selected with the resource in the field argument in gads_get_report. These segment the metrics specified in the query. Only populated for fields where the category is RESOURCE.

selectableWith Fields that can be selected alongside a given field, when not in the FROM clause. This attribute is only relevant when identifying resources or segments that are able to be selected in a query where they are not included by the resource in the FROM clause. As an example, if we are selecting `ad_group.id` and `segments.date` from `ad_group`, and we want to include attributes from `campaign`, we would need to check that `segments.date` is in the selectableWith attribute for campaign, since it's being selected alongside the existing `segments.date` field.

See Also

The Query Builder Blog Series: Part 3 - Creating a Resource Schema and Resource Metadata API documentation

Examples

```
## Not run:
# get resource list
resources <- gads_get_metadata("RESOURCE")

# get list of all objects
metadata <- gads_get_metadata("ALL")


## End(Not run)
```

`gads_get_report` *Get data from Google Ads API*

Description

Get data from Google Ads API

Usage

```
gads_get_report(
  resource = "campaign",
 fields = c("campaign.id", "campaign.name", "customer.id", "customer.descriptive_name",
  "campaign.status", "segments.date", "metrics.all_conversions", "metrics.clicks",
   "metrics.cost_micros", "metrics.ctr", "metrics.impressions",
  "metrics.interaction_rate", "metrics.interactions", "metrics.invalid_clicks"),
  where = NULL,
  order_by = NULL,
  limit = NULL,
  parameters = NULL,
  date_from = Sys.Date() - 15,
  date_to = Sys.Date() - 1,
 during = c(NA, "TODAY", "YESTERDAY", "LAST_7_DAYS", "LAST_BUSINESS_WEEK", "THIS_MONTH",
    "LAST_MONTH", "LAST_14_DAYS", "LAST_30_DAYS", "THIS_WEEK_SUN_TODAY",
```

```
    "THIS_WEEK_MON_TODAY", "LAST_WEEK_SUN_SAT", "LAST_WEEK_MON_SUN"),
  customer_id = getOption("gads.customer.id"),
  login_customer_id = getOption("gads.login.customer.id"),
  include_resource_name = FALSE,
  gaql_query = NULL,
  cl = NULL,
  verbose = TRUE
)
```

Arguments

resource	Report type, you can get list of all acessible resource using gads_get_metadata. For more information see link with list of all resources
fields	character vector, list of report fields, all report has own fields list. You can get list of accesible resource fields using gads_get_fields for example see field list of campaign report.
where	Filter, for example you can filter campaigns by status where = "campaign.status = 'ENABLED'".
order_by	Sorting, character vectors of fields and sorting directions, for example order_by = c("campaign.name DESC", "metrics.clicks").
limit	Maximun rows in report
parameters	Query parameters, for example parameters = "include_drafts=true".
date_from	Beginning of date range. Format: 2018-01-01
date_to	End of date rage. Format: 2018-01-10
during	Predefined date range. See documentation for more details.
customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
login_customer_id	Google Ads manager customer id
include_resource_name	Get resource names fields in report
gaql_query	GAQL Query, you can make it in gads_get_metadata. For more information see Query Builder. If you use gaql_query, you don't need set other query parameters like resource, fields, where, dates etc.
cl	A cluster object created by makeCluster, or an integer to indicate number of child-processes (integer values are ignored on Windows) for parallel evaluations (see Details on performance).
verbose	Console log output

Value

tibble with the Google Ads Data.

See Also

- Oficial Google Ads API Reports documantation
- Google Ads Query Builder

Examples

```
## Not run:
# set client id
gads_set_login_customer_id('xxx-xxx-xxxx')

# set manager id if you work under MCC
gads_set_customer_id('xxx-xxx-xxxx')

# default paramas is campaign performance report
campaign_stat <- gads_get_report()


# you can load data from several client accounts at once
# from the same Google Ads MCC
# client ids
accounts <- c('xxx-xxx-xxxx', 'yyy-yyy-yyyy')
# loading data
multi_rep <- gads_get_report(
    date_from = as.Date('2021-06-10'),
    date_to = as.Date('2021-06-17'),
    customer_id = accounts
)

# ------------------
# using more arguments for other reports
group_report <- gads_get_report(
customer_id = 4732519773,
resource    = "ad_group",
fields = c("ad_group.campaign",
           "ad_group.id",
           "ad_group.name",
           "ad_group.status",
           "metrics.clicks",
           "metrics.cost_micros"),
date_from   = "2021-06-10",
date_to     = "2021-06-17",
where       = "ad_group.status = 'ENABLED'",
order_by    = c("metrics.clicks DESC", "metrics.cost_micros"),
limit       = 30000
)

# ------------------
# parallel loading mode
# note: you must using login_customer_id agrument in parallel mode
# because oprions gads_set_login_customer_id() does't work in parallel mode loading
library(parallel)
```

```
# make core cluster
cl <- makeCluster(4)

# loading data
multi_rep <- gads_get_report(
  date_from         = as.Date('2021-06-10'),
  date_to           = as.Date('2021-06-17'),
  customer_id       = c('111-111-1111',
                        '222-222-2222',
                        '333-333-3333',
                        '444-444-4444',
                        '555-555-5555'),
  login_customer_id = "999-999-9999",
  cl                = cl
)

# stop cluster
stopCluster(cl)

## End(Not run)
```

---

gads_has_token *Is there a token on hand?*

Description

Reports whether rgoogleads has stored a token, ready for use in downstream requests.

Usage

```
gads_has_token()
```

Value

Logical.

See Also

Other low-level API functions: gads_token()

gads_keyword_plan_forecast_metrics *Returns the requested Keyword Plan forecasts.*

Description

Returns the requested Keyword Plan forecasts.

Usage

```
gads_keyword_plan_forecast_metrics(
  keyword_plan_id,
  customer_id = getOption("gads.customer.id"),
  login_customer_id = getOption("gads.login.customer.id"),
  verbose = TRUE
)
```

Arguments

keyword_plan_id	Keyword plan id, you can get list of your keyword plans using gads_get_report with recource keyword_plan
customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
login_customer_id	Google Ads manager customer id
verbose	Console log output

Value

tibble with keyword plan historical metrics

See Also

Keyword Planning API Documentation

Examples

```
## Not run:
# set client id
gads_set_customer_id('xxx-xxx-xxxx')

# set manager id
gads_set_login_customer_id('xxx-xxx-xxxx')

# get list of plan
```

```
plan_data <- gads_get_report(
  resource = 'keyword_plan',
  fields = c('keyword_plan.id')
)

# get keyword historical data
historical_plan_data <- gads_keyword_plan_forecast_metrics(
 keyword_plan_id = plan_data$keyword_plan_id[1]#'
)


## End(Not run)
```

`gads_keyword_plan_forecast_timeseries` *Returns a forecast in the form of a time series for the Keyword Plan over the next 52 weeks.*

Description

Returns a forecast in the form of a time series for the Keyword Plan over the next 52 weeks.

Usage

```
gads_keyword_plan_forecast_timeseries(
  keyword_plan_id,
  customer_id = getOption("gads.customer.id"),
  login_customer_id = getOption("gads.login.customer.id"),
  verbose = TRUE
)
```

Arguments

`keyword_plan_id`	Keyword plan id, you can get list of your keyword plans using `gads_get_report` with recource keyword_plan
`customer_id`	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
`login_customer_id`	Google Ads manager customer id
`verbose`	Console log output

Value

tibble with keyword plan historical metrics

See Also

Keyword Planning API Documentation

Examples

```
## Not run:
# set client id
gads_set_customer_id('xxx-xxx-xxxx')

# set manager id
gads_set_login_customer_id('xxx-xxx-xxxx')

# get list of plan
plan_data <- gads_get_report(
  resource = 'keyword_plan',
  fields = c('keyword_plan.id')
)

# get keyword historical data
historical_plan_data <- gads_keyword_plan_forecast_timeseries(
 keyword_plan_id = plan_data$keyword_plan_id[1]#'
)


## End(Not run)
```

---

gads_keyword_plan_historical_metrics

Returns the requested Keyword Plan historical metrics.

Description

Returns the requested Keyword Plan historical metrics.

Usage

```
gads_keyword_plan_historical_metrics(
  keyword_plan_id,
  customer_id = getOption("gads.customer.id"),
  login_customer_id = getOption("gads.login.customer.id"),
  verbose = TRUE
)
```

Arguments

`keyword_plan_id`
: Keyword plan id, you can get list of your keyword plans using `gads_get_report` with recource keyword_plan

customer_id	Google Ads client customer id, supports a single account id: "xxx-xxx-xxxx" or a vector of ids from the same Google Ads MCC: c("xxx-xxx-xxxx", "xxx-xxx-xxxx")
login_customer_id	Google Ads manager customer id
verbose	Console log output

Value

tibble with keyword plan historical metrics

Examples

```
## Not run:
# set client id
gads_set_customer_id('xxx-xxx-xxxx')

# set manager id
gads_set_login_customer_id('xxx-xxx-xxxx')

# get list of plan
plan_data <- gads_get_report(
  resource = 'keyword_plan',
  fields = c('keyword_plan.id')
)

# get keyword historical data
historical_plan_data <- gads_keyword_plan_historical_metrics(
 keyword_plan_id = plan_data$keyword_plan_id[1]#'
)

# main plan data
data <- historical_plan_data$main_data
historical_data <- historical_plan_data$historical_data


## End(Not run)
```

---

gads_last_request_ids *Get last API request ID for Google Ads API support ticket*

Description

Get last API request ID for Google Ads API support ticket

Usage

```
gads_last_request_ids()
```

Value

Request ID

Examples

```
## Not run:
gads_last_request_ids()

## End(Not run)
```

---

gads_set_customer_id *Set client customer id in current R session*

Description

Set client customer id in current R session

Usage

```
gads_set_customer_id(customer_id)
```

Arguments

customer_id	your client customer id

Value

only set options

---

gads_set_login_customer_id *Set manager customer id in current R session*

Description

Set manager customer id in current R session

Usage

```
gads_set_login_customer_id(customer_id)
```

Arguments

customer_id	your manager customer id

Value

only set options

gads_token *Produce configured token*

Description

For internal use or for those programming around the Google Ads API. Returns a token pre-processed with `httr::config()`. Most users do not need to handle tokens "by hand" or, even if they need some control, `gads_auth()` is what they need. If there is no current token, `gads_auth()` is called to either load from cache or initiate OAuth2.0 flow. If auth has been deactivated via `gads_deauth()`, `gads_token()` returns `NULL`.

Usage

```
gads_token()
```

Value

A `request` object (an S3 class provided by httr).

See Also

Other low-level API functions: `gads_has_token()`

gads_user *Get info on current user*

Description

Reveals the email address of the user associated with the current token. If no token has been loaded yet, this function does not initiate auth.

Usage

```
gads_user()
```

Value

An email address or, if no token has been loaded, `NULL`.

See Also

`gargle::token_userinfo()`, `gargle::token_email()`, `gargle::token_tokeninfo()`

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