

Package ‘RCriteo’

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Type Package

Title Loading Criteo Data into R

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Description Aims at loading Criteo online advertising campaign data into R.

Criteo <<http://www.criteo.com/>> is an online advertising service that enables advertisers to display commercial ads to web users. The package provides an authentication process for R with the Criteo API <<http://kb.criteo.com/advertising/content/5/27/en/api.html>>. Moreover, the package features an interface to query campaign data from the Criteo API. The data can be downloaded and will be transformed into a R data frame.

Depends R (>= 3.1.1)

Imports RCurl, XML, httr, plyr

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Encoding UTF-8

URL <http://jburkhardt.github.io/RCriteo/>, <http://www.criteo.com/>,
<http://kb.criteo.com/advertising/content/5/27/en/api.html>

BugReports <https://github.com/jburkhardt/RCriteo/issues>

RoxygenNote 5.0.1

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criteoData	<i>Pull Criteo Campaign Report Data</i>
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Description

This function manages the complete data download process. The requested data will be returned as a data frame. Wrapper for `link{jobStatus}`, `link{getCriteoDownloadURL}` and `link{getCriteoData}`.

Usage

```
criteoData(authToken, appToken, jobID)
```

Arguments

authToken	Object created by <code>link{doCriteoAuth}</code>
appToken	App Token as character string.
jobID	Object created by <code>link{scedCriteoReport}</code>

Value

Data

doCriteoAuth	<i>API Authentication</i>
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Description

Initiate the Criteo API authentication process. The function returns the authentication token.

Usage

```
doCriteoAuth(user, password, company, app, version)
```

Arguments

user	Username
password	Password
company	Company Name
app	App Name of API project
version	API version

Value

AuthToken

getCriteoAccount *Get Criteo Account Information*

Description

This function returns the Criteo Account Information.

Usage

```
getCriteoAccount(authToken, appToken)
```

Arguments

authToken	Authentication token generated by doCriteoAuth
appToken	Application Token

Value

Account Information

getCriteoCampaigns *Get Criteo Campaigns*

Description

This function returns the Criteo Campaign Information.

Usage

```
getCriteoCampaigns(authToken, appToken)
```

Arguments

authToken	Authentication token generated by doCriteoAuth
appToken	Application Token

Value

Campaign Information

getCriteoData	<i>Get Campaign Report Data</i>
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Description

This function returns the requested data as a data frame.

Usage

```
getCriteoData(URL, jobID)
```

Arguments

URL	Report download URL created by getCriteoDownloadURL
jobID	jobID generated by scedCriteoReport

Value

Data

getCriteoDownloadURL	<i>Get Download Url</i>
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Description

This function returns the download Url of the report.

Usage

```
getCriteoDownloadURL(authToken, appToken, jobID)
```

Arguments

authToken	Authentication token generated by doCriteoAuth
appToken	Application Token
jobID	jobID generated by scedCriteoReport

Value

Download URL

getCriteoJobStatus	<i>Get Job Status</i>
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Description

This function return the status of the scheduled report generated by [scedCriteoReport](#).

Usage

```
getCriteoJobStatus(authToken, appToken, jobID)
```

Arguments

authToken	Authentication token generated by doCriteoAuth
appToken	Application Token
jobID	jobID generated by scedCriteoReport

Value

Job status (Pending or InProgress or Completed or Failed)

RCriteo	<i>Loading Criteo Data into R</i>
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Description

Aims at loading [Criteo online display advertising campaign data](#) into R. Criteo is an online advertising service that enables advertisers to display commercial ads to web users. The package provides an authentication process [doCriteoAuth](#) for R with the [Criteo API](#). Moreover, the package features an interface to query campaign data from the Criteo API with [scedCriteoReport](#). The data can be downloaded with [criteoData](#). [getCriteoDownloadURL](#) generates a download link and [getCriteoData](#) will download the data and transform it into a R data frame. With [getCriteoAccount](#) and [getCriteoCampaigns](#) you can receive Account and Campaign Information.

Author(s)

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<https://github.com/jburkhardt/RCriteo>

Examples

```
## Not run:
Authentication:
authToken <- doCriteoAuth(user = "userName",
                          password = "*****",
                          company = "companyName",
                          app = "appName",
                          version = "3.6")

Retrieve Campaign IDs:
getCriteoCampaigns(authToken = authToken,
                   appToken = '*****')

Create Statement:
jobID <- scedCriteoReport(authToken = authToken,
                         appToken = '*****',
                         campaigns = c("12345", "23345", "98765", "45639"),
                         metrics = c("clicks", "impressions", "cost", "sales"),
                         start = "2015-09-01",
                         end = "2015-09-06")

Download Data:
data <- criteoData(authToken = authToken,
                  appToken = '*****',
                  jobID = jobID)

## End(Not run)
```

scedCriteoReport	<i>Campaign Report</i>
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Description

This function generates the campaign report statement and schedules the report. The API returns a job ID, which later will be used to receive the data from the API.

Usage

```
scedCriteoReport(authToken, appToken, campaigns, metrics, start, end)
```

Arguments

authToken	Authentication token generated by doCriteoAuth
appToken	Application Token
campaigns	Vector of campaign IDs. Example: <code>campaigns = c('12345', '01235', '98765')</code>
metrics	Vector of metrics. Example: <code>metrics = c('clicks','impressions','cost','sales')</code> available metrics: clicks, impressions, ctr, revcpc, ecpm, cost, sales, convRate, orderValue, salesPostView, convRatePostView, orderValuePostView, costOfSale, impressionWin, costPerOrder
start	Start Date, format: "YYYY-mm-dd"
end	End Date, format: "YYYY-mm-dd"

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Value

Report job ID

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