

Package ‘appleadsR’

July 22, 2025

Type Package

Title Get Apple Search Ads Data via the 'Windsor.ai' API

Version 0.1.0

Description Collect your data on digital marketing campaigns from Apple Search 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, tidy, 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 2022-11-10 19:00:05 UTC

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fetch_appleads	<i>fetch_appleads</i> A function to fetch Apple Search Ads data from the windsor.ai API
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Description

fetch_appleads A function to fetch Apple Search Ads data from the windsor.ai API

Usage

```
fetch_appleads(  
  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 https://windsor.ai/api-fields/ for details.

Value

A data frame with the desired data

Examples

```
## Not run:  
my_appleads_data <- fetch_appleads(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_appleads_data	<i>Sample of digital marketing data from Apple Search Ads downloaded by means of the Windsor.ai API.</i>
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Description

A dataset containing sample Apple Search Ads data fetched from windsor.ai API. See more at: <https://windsor.ai/>

Usage

my_appleads_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/>

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