

Package ‘RSmartlyIO’

July 21, 2025

Type Package

Title Loading Facebook and Instagram Advertising Data from
'Smartly.io'

Description Aims at loading Facebook and Instagram advertising data from
'Smartly.io' into R. 'Smartly.io' is an online advertising service that enables
advertisers to display commercial ads on social media networks (see <http://www.smartly.io/> for more information).
The package offers an interface to query the 'Smartly.io' API and loads data di-
rectly into R for further data processing and data analysis.

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Author Johannes Burkhardt <johannes.burkhardt@gmail.com>

Maintainer Johannes Burkhardt <johannes.burkhardt@gmail.com>

Depends R (>= 3.0.0)

Imports RCurl

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URL <https://github.com/rstats-lab/RSmartlyIO>, <https://app.smartly.io>

BugReports <https://github.com/rstats-lab/RSmartlyIO/issues>

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getSmartlyData

Get Smartly.io Data

Description

getSmartlyData posts the query and downloads the data. The data are retrieved from the API as a dataframe.

Usage

```
getSmartlyData(start, end, date = "date", accountID, accountInfo = F,
  campaignStructure = NULL, billing = NULL, targeting = NULL,
  creative = NULL, facebook = NULL, attribution = "28d", apiToken,
  metrics)
```

Arguments

start	Beginning of date range. Format: "2019-01-01"
end	End of date range. Format: "2019-01-10"
date	Date aggregation level. One out of date, year, month, weekofyear, weekday
accountID	Smartly.io Account ID. Input as character: "1234abcdefg5678"
accountInfo	Account Information. TRUE/FALSE
campaignStructure	Campaign Information Selection. Vector with multiple arguments out of: campaign_name, campaign_fb_id, adgroup_name, adgroup_fb_id, name, id, fb_objective, campaign_start_date
billing	Billing Information Selection. Vector with multiple arguments out of: bid.optimization_goal, bid.billing_event
targeting	Targeting Settings of Campaigns. Vector with multiple arguments out of: targeting.geo_locations.countries, targeting.geo_locations.cities, targeting.genders, targeting.age_min, targeting.age_max, targeting.interests, targeting.behaviors, targeting.custom_audiences, targeting.excluded_custom_audiences, targeting.connections, targeting.user_os, targeting.user_device, targeting.page_types
creative	Creative/Ad Characteristics. Vector with multiple arguments out of: creative_meta.call_to_action, creative_meta, creative_meta.type, creative_meta.post_type, creative_meta.name, creative_meta.picture, creative_meta.post_fb_id, creative_meta.post_fb_link, creative_meta.text, creative_meta.title, creative_meta.link, creative_meta.url_tags
facebook	Facebook Settings. One argument out of: age, country, gender, age_gender, placement, cross_device, region, hourly_stats_aggregated_by_advertiser_time_zone, hourly_stats_aggregated_by_audience_time_zone
attribution	Attribution Time Window, defaults to 28 days. One of: "1d", "7d" or "28d".
apiToken	API Token. Character. Usually the API token is provided within the Smartly.io web interface or by the account manager.

metrics Metrics. Note: There are more metrics available. See the reporting section in the smartly.io interface. Vector with multiple arguments out of: impressions, ctr, cpm, cpc, spent, conversions, inline_link_clicks, clicks, cpa, reach, frequency, roi, revenue, social_impressions, social_clicks, website_clicks, news-feed_clicks, deeplink_clicks, app_store_clicks, call_to_action_clicks, inline_post_engagement

Value

Dataframe

RSmartlyIO

Loading Facebook and Instagram Advertising Data from Smartly.io

Description

Aims at loading **Facebook** and **Instagram** advertising data from **Smartly.io** into R. Smartly.io is an online advertising service that enables advertisers to display commercial ads on social media networks. The package offers an interface to query the Smartly.io API and loads data directly into R for further data processing and data analysis.

Author(s)

Johannes Burkhardt <johannes.burkhardt@gmail.com> <https://github.com/rstats-lab/RSmartlyIO>

Examples

```
## Not run:
data <- getSmartlyData(start = "2016-03-01",
                      end = "2016-03-02",
                      date = "date",
                      accountID="*****",
                      accountInfo = F,
                      campaignStructure = c("campaign_name", "campaign_fb_id"),
                      billing = c("bid.optimization_goal", "bid.billing_event"),
                      targeting = c("targeting.geo_locations.countries"),
                      creative = c("creative_meta.call_to_action"),
                      #facebook = "age",
                      apiToken="*****",
                      metrics = c("impressions","clicks"))

## End(Not run)
```

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