

Package ‘rgoogleads’

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Title Loading Data from 'Google Ads API'

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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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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)

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See Also

- [YouTube lessons playlist](#)
- [Official Google Ads API documentation](#)
- [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)
```

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.

If you are interacting with R within a browser (applies to RStudio Server, RStudio Workbench, and RStudio Cloud), you need a variant of this flow, known as out-of-band auth ("oob"). If this does not happen automatically, you can request it yourself with `use_oob = TRUE` or, more persistently, by setting an option via `options(gargle_oob_default = TRUE)`.

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 <code>Token2.0</code> 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, this function allows the user to explicitly:

- Declare which Google identity to use, via an email address. If there are multiple cached tokens, this can clarify which one to use. It can also force rgoogleads to switch from one identity to another. If there's no cached token for the email, this triggers a return to the browser to choose the identity and give consent. You can specify just the domain by using a glob pattern. This means that a script containing `email = "*@example.com"` can be run without further tweaks on the machine of either `alice@example.com` or `bob@example.com`.
- Use a service account token or workload identity federation.
- Bring their own [Token2.0](#).
- Specify non-default behavior re: token caching and out-of-bound authentication.
- Customize scopes.

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 app or API key. Read 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 app, 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 [How to get your own API credentials](#) for more. If the user does not configure these settings, internal defaults are used. `gads_oauth_app()` and `gads_api_key()` retrieve the currently configured OAuth app and API key, respectively.

Usage

```
gads_auth_configure(app, path, api_key, developer_token)

gads_auth_cache_path()

gads_open_auth_cache_folder()

gads_api_key()

gads_developer_token()

gads_oauth_app()
```

Arguments

<code>app</code>	OAuth app, in the sense of <code>httr::oauth_app()</code> .
<code>path</code>	JSON downloaded from Google Cloud Platform Console, containing a client id (aka key) and secret, in one of the forms supported for the <code>txt</code> argument of <code>jsonlite::fromJSON()</code> (typically, a file path or JSON string).
<code>api_key</code>	API key.
<code>developer_token</code>	Your Google Ads Developer Token.

Value

- `gads_auth_configure()`: An object of R6 class `gargle::AuthState`, invisibly.
- `gads_oauth_app()`: the current user-configured `httr::oauth_app()`.
- `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 (probably `NULL`)
(original_app <- gads_oauth_app())

# see and store the current user-configured API key (probably `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 failed

gads_customer	<i>Get all information about Google Ads Customer</i>
---------------	--

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	<i>Suspend authorization</i>
-------------	------------------------------

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_configure\(\)](#), [gads_auth\(\)](#)

gads_fix_names	<i>function for fix names in get_report</i>
----------------	---

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

See Also

[Method: customers.listAccessibleCustomers documentation](#)

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, Including 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.call_ad.business_name", "ad_group_ad.ad.call_ad.call_tracked",
    "ad_group_ad.ad.call_ad.conversion_action",
    "ad_group_ad.ad.app_engagement_ad.videos",
    "ad_group_ad.ad.call_ad.conversion_reporting_state",
    "ad_group_ad.ad.call_ad.country_code",
    "ad_group_ad.ad.call_ad.description1",
    "ad_group_ad.ad.call_ad.description2",
    "ad_group_ad.ad.call_ad.disable_call_conversion", "ad_group_ad.ad.call_ad.headline1",
    "ad_group_ad.ad.call_ad.headline2", "ad_group_ad.ad.call_ad.path1",
```

"ad_group_ad.ad.call_ad.path2", "ad_group_ad.ad.call_ad.phone_number",
"ad_group_ad.ad.call_ad.phone_number_verification_url",
"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.gmail_ad.header_image",
"ad_group_ad.ad.gmail_ad.marketing_image",
"ad_group_ad.ad.gmail_ad.marketing_image_description",
"ad_group_ad.ad.gmail_ad.marketing_image_display_call_to_action.text",
"ad_group_ad.ad.gmail_ad.marketing_image_display_call_to_action.text_color",
"ad_group_ad.ad.gmail_ad.marketing_image_display_call_to_action.url_collection_id",
"ad_group_ad.ad.gmail_ad.marketing_image_headline",
"ad_group_ad.ad.gmail_ad.product_images",

"ad_group_ad.ad.gmail_ad.teaser.business_name",
"ad_group_ad.ad.gmail_ad.teaser.description",
"ad_group_ad.ad.gmail_ad.teaser.headline",
"ad_group_ad.ad.gmail_ad.teaser.logo_image", "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 of report fields, all reports have their 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	Maximum 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 dictionary

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",
            "ad_group_ad.ad.call_ad.description1",
            "ad_group_ad.ad.call_ad.description2"),
  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_criteria`

Get Ad Group Criteria Dictionary From Google Ads Client Account

Description

Get Ad Group Criteria Dictionary From Google Ads Client Account

Usage

```
gads_get_ad_group_criteria(
  customer_id = getOption("gads.customer.id"),
  fields = c("ad_group_criteria.ad_group", "ad_group_criteria.age_range.type",
    "ad_group_criteria.app_payment_model.type", "ad_group_criteria.approval_status",
    "ad_group_criteria.bid_modifier",
    "ad_group_criteria.combined_audience.combined_audience",
    "ad_group_criteria.cpc_bid_micros", "ad_group_criteria.cpm_bid_micros",
    "ad_group_criteria.cpv_bid_micros", "ad_group.id", "customer.id",
    "customer.descriptive_name", "ad_group_criteria.criteria_id",
    "ad_group_criteria.custom_affinity.custom_Affinity",

    "ad_group_criteria.custom_audience.custom_audience",
    "ad_group_criteria.custom_intent.custom_intent",
    "ad_group_criteria.disapproval_reasons", "ad_group_criteria.display_name",
    "ad_group_criteria.effective_cpc_bid_micros",
    "ad_group_criteria.effective_cpc_bid_source",
    "ad_group_criteria.effective_cpm_bid_micros",
    "ad_group_criteria.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_bidding_category.country_code",
"ad_group_criterion.listing_group.case_value.product_bidding_category.id",
"ad_group_criterion.listing_group.case_value.product_bidding_category.level",
"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	Maximum 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 criteria dictionary

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_criteriaions()

## 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",
    "campaign.end_date", "campaign.status", "campaign.manual_cpm", "campaign.manual_cpv",
    "campaign.maximize_conversion_value.target_roas",
    "campaign.maximize_conversions.target_cpa",
    "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.shopping_setting.sales_country", "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 campaiings 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 campaign 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

<code>doc_page</code>	Link to Google Ads API Reference page
<code>file_link</code>	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	<i>Get metada of object, RESOURCE, ATTRIBUTE, METRIC or SEGMENT</i>
-------------------	---

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	<i>Get data from Google Ads API</i>
-----------------	-------------------------------------

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 accessible 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 accessible 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

- [Official 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	<i>Is there a token on hand?</i>
----------------	----------------------------------

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	<i>Returns the requested Keyword Plan forecasts.</i>
------------------------------------	--

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 recourse 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 resource 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 resource 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	<i>Produce configured token</i>
------------	---------------------------------

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	<i>Get info on current user</i>
-----------	---------------------------------

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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