

# Package ‘RCriteo’

August 29, 2016

**Type** Package

**Title** Loading Criteo Data into R

**Version** 1.0.2

**Date** 2016-06-07

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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

**License** GPL (>= 2) | MIT + file LICENSE

**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

**NeedsCompilation** no

**Repository** CRAN

**Date/Publication** 2016-07-07 15:46:36

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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

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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

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*getCriteoAccount*      *Get Criteo Account Information*

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**Description**

This function returns the Criteo Account Information.

**Usage**

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

**Arguments**

authToken	Authentication token generated by <a href="#">doCriteoAuth</a>
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 <a href="#">doCriteoAuth</a>
appToken	Application Token

**Value**

Campaign Information

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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 <a href="#">getCriteoDownloadURL</a>
jobID	jobID generated by <a href="#">scedCriteoReport</a>

**Value**

Data

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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 <a href="#">doCriteoAuth</a>
appToken	Application Token
jobID	jobID generated by <a href="#">scedCriteoReport</a>

**Value**

Download URL

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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 <a href="#">doCriteoAuth</a>
appToken	Application Token
jobID	jobID generated by <a href="#">scedCriteoReport</a>

### Value

Job status (Pending or InProgress or Completed or Failed)

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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)
```

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scedCriteoReport      *Campaign Report*

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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 <a href="#">doCriteoAuth</a>
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"

*scedCriteoReport*

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**Value**

Report job ID

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