

Package ‘fbRads’

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Type Package

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Description Wrapper functions around the Facebook Marketing 'API' to create, read, update and delete custom audiences, images, campaigns, ad sets, ads and related content.

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fbad_add_audience	<i>Add people to a custom FB audience</i>
-------------------	---

Description

Add people to a custom FB audience

Usage

```
fbad_add_audience(fbacc, audience_id, schema = c("EMAIL", "PHONE"), hashes)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
audience_id	string
schema	only two schema are supported out of the four: you can add/remove persons to/from a custom audience by e-mail addresses or phone numbers
hashes	character vector of e-mail addresses or phone numbers to be transformed to hashes

References

<https://developers.facebook.com/docs/marketing-api/reference/custom-audience/users/#Creating>

fbad_assign_users_to_account	<i>Assign a user to an Ad Account</i>
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Description

Assign a user to an Ad Account

Usage

```
fbad_assign_users_to_account(  
  account_id,  
  access_token,  
  tasks = c("MANAGE", "ADVERTISE", "ANALYZE"),  
  user  
)
```

Arguments

account_id	string
access_token	FB Ads API token
tasks	enum
user	id

fbad_copy_ad	<i>Create a copy of an ad.</i>
--------------	--------------------------------

Description

Create a copy of an ad.

Usage

```
fbad_copy_ad(
  fbacc,
  ad_id,
  adset_id = NULL,
  status_option = NULL,
  rename_strategy = NULL,
  rename_prefix = NULL,
  rename_suffix = NULL,
  ...
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
ad_id	(numeric string or integer) id of the ad that you want to copy
adset_id	(numeric string or integer) id adset you want to create a copy of the ad into
status_option	(string) enum ACTIVE, PAUSED, INHERITED_FROM_SOURCE
rename_strategy	(string) enum DEEP_RENAME, ONLY_TOP_LEVEL_RENAME, NO_RENAME
rename_prefix	(string) a prefix to copy names. Defaults to null if not provided
rename_suffix	(string) a suffix to copy names. Defaults to null if not provided
...	further arguments passed to the API endpoint

References

<https://developers.facebook.com/docs/marketing-api/reference/adgroup/copies#Creating>

fbad_copy_adset	Create a copy of an ad set. You can copy a maximum of 3 entities between ad set and ads.
-----------------	--

Description

Create a copy of an ad set. You can copy a maximum of 3 entities between ad set and ads.

Usage

```
fbad_copy_adset(
    fbacc,
    adset_id,
    campaign_id = NULL,
    start_time = NULL,
    end_time = NULL,
    deep_copy = NULL,
    status_option = NULL,
    rename_strategy = NULL,
    rename_prefix = NULL,
    rename_suffix = NULL,
    ...
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
adset_id	(numeric string or integer) id adset you want to create a copy of
campaign_id	(numeric string or integer) Single ID of a campaign to make parent of the copy. Ignore if you want to keep the copy under the original campaign parent
start_time	(datetime) The start time of the ad set. If not set, the copied adset will inherit the start time from the original set
end_time	(datetime) The end time of the ad set
deep_copy	(boolean) Default value: false. Whether to copy all the child ads
status_option	(string) enum ACTIVE, PAUSED, INHERITED_FROM_SOURCE
rename_strategy	(string) enum DEEP_RENAME, ONLY_TOP_LEVEL_RENAME, NO_RENAME
rename_prefix	(string) a prefix to copy names. Defaults to null if not provided
rename_suffix	(string) a suffix to copy names. Defaults to null if not provided
...	further arguments passed to the API endpoint

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign/copies/>

fbad_copy_campaign	Create a copy of a campaign. You can copy a maximum of 3 entities between campaign, ad sets and ads.
--------------------	--

Description

Create a copy of a campaign. You can copy a maximum of 3 entities between campaign, ad sets and ads.

Usage

```
fbad_copy_campaign(
    fbacc,
    campaign_id,
    start_time = NULL,
    end_time = NULL,
    deep_copy = NULL,
    status_option = NULL,
    rename_strategy = NULL,
    rename_prefix = NULL,
    rename_suffix = NULL,
    ...
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
campaign_id	(numeric string or integer) Single ID of a campaign to make parent of the copy. Ignore if you want to keep the copy under the original campaign parent
start_time	(datetime) The start time of the ad set. If not set, the copied adset will inherit the start time from the original set
end_time	(datetime) The end time of the ad set
deep_copy	(boolean) Default value: false. Whether to copy all the child ads
status_option	(string) enum ACTIVE, PAUSED, INHERITED_FROM_SOURCE
rename_strategy	(string) enum DEEP_RENAME, ONLY_TOP_LEVEL_RENAME, NO_RENAME
rename_prefix	(string) a prefix to copy names. Defaults to null if not provided
rename_suffix	(string) a suffix to copy names. Defaults to null if not provided
...	further arguments passed to the API endpoint

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group/copies/>

fbad_create_account	Create Ad Account
---------------------	-------------------

Description

Create Ad Account

Usage

```
fbad_create_account(  
    business_id,  
    access_token,  
    name,  
    currency,  
    timezone_id,  
    end_advertiser = "NONE",  
    media_agency = "NONE",  
    partner = "NONE",  
    ...  
)
```

Arguments

business_id	Business Manager id
access_token	token
name	string
currency	ISO 4217 Currency Code
timezone_id	https://developers.facebook.com/docs/marketing-api/reference/ad-account/timezone-ids
end_advertiser	string
media_agency	string
partner	string
...	further parameters passed to the Facebook API

Value

Ad Account id

References

<https://developers.facebook.com/docs/marketing-api/reference/business/adaccount/#Creating>

fbad_create_ad	Create ad
----------------	-----------

Description

Create ad

Usage

```
fbad_create_ad(  
    fbacc,  
    name,  
    adset_id,  
    creative_id,  
    status = c("ACTIVE", "PAUSED"),  
    ...  
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
name	Ad group name
adset_id	Ad Set id
creative_id	creative ID
status	initial status of the Ad group
...	further parameters passed to the Facebook API

Value

ad id

References

<https://developers.facebook.com/docs/marketing-api/reference/adgroup#Creating>

fbad_create_adset	<i>Create Ad Set</i>
-------------------	----------------------

Description

Create Ad Set

Usage

```
fbad_create_adset(
    fbacc,
    name,
    optimization_goal = c("NONE", "APP_INSTALLS", "CLICKS", "ENGAGED_USERS", "EXTERNAL",
        "EVENT_RESPONSES", "IMPRESSIONS", "LINK_CLICKS", "OFFER_CLAIMS",
        "OFFSITE_CONVERSIONS", "PAGE_ENGAGEMENT", "PAGE_LIKES", "POST_ENGAGEMENT", "REACH",
        "SOCIAL_IMPRESSIONS", "VIDEO_VIEWS"),
    billing_event = c("APP_INSTALLS", "CLICKS", "IMPRESSIONS", "LINK_CLICKS",
        "OFFER_CLAIMS", "PAGE_LIKES", "POST_ENGAGEMENT", "VIDEO_VIEWS"),
    is_autobid = FALSE,
    bid_amount,
    promoted_object,
    campaign_id,
    status = c("ACTIVE", "PAUSED", "ARCHIVED", "DELETED"),
    daily_budget,
    lifetime_budget,
    end_time,
    start_time,
    targeting,
    ...
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
name	name of the Ad Set
optimization_goal	optimization goal
billing_event	the billing event
is_autobid	logical. If TRUE, autobid is set and you do not need to specify bid_amount
bid_amount	integer
promoted_object	see at https://developers.facebook.com/docs/marketing-api/reference/ad-promoted-object
campaign_id	parent Ad Campaign id

status	Ad Set status
daily_budget	using account currency
lifetime_budget	using account currency
end_time	UTC UNIX timestamp
start_time	UTC UNIX timestamp
targeting	list
...	further arguments passed to the API endpoint

Value

Ad Set id

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Creating>

fbad_create_audience	<i>Create a new FB custom audience</i>
----------------------	--

Description

Create a new FB custom audience

Usage

```
fbad_create_audience(  
    fbacc,  
    name,  
    description,  
    subtype = c("CUSTOM", "WEBSITE", "APP", "OFFLINE_CONVERSION", "CLAIM", "PARTNER",  
                "MANAGED", "VIDEO", "LOOKALIKE", "ENGAGEMENT", "DATA_SET", "BAG_OF_ACCOUNTS"),  
    ...  
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
name	string
description	optional string
subtype	audience type
...	any further parameters (fields) passed to the API

Value

custom audience ID

References

<https://developers.facebook.com/docs/marketing-api/reference/custom-audience#Creating>

fbad_create_campaign *Created Ad Campaign*

Description

Created Ad Campaign

Usage

```
fbad_create_campaign(
    fbacc,
    buying_type = c("AUCTION", "FIXED_CPM", "RESERVED"),
    campaign_status = c("ACTIVE", "PAUSED"),
    execution_options = NULL,
    name,
    objective = c("BRAND_AWARENESS", "CANVAS_APP_ENGAGEMENT", "CANVAS_APP_INSTALLS",
                  "CONVERSIONS", "EVENT_RESPONSES", "EXTERNAL", "LEAD_GENERATION", "LINK_CLICKS",
                  "LOCAL_AWARENESS", "MOBILE_APP_ENGAGEMENT", "MOBILE_APP_INSTALLS", "OFFER_CLAIMS",
                  "PAGE_LIKES", "POST_ENGAGEMENT", "PRODUCT_CATALOG_SALES", "VIDEO_VIEWS"),
    spend_cap = NULL
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
buying_type	Facebook optimization algorithm to delivery, pricing, and limits
campaign_status	initial status of the Ad Campaign
execution_options	special execution settings passed to the API
name	Ad Campaign name
objective	the campaign's objective
spend_cap	spend cap of the campaign

Value

Ad Campaign id

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Creating>

fbad_create_creative *Create an ad creative*

Description

Create an ad creative

Usage

```
fbad_create_creative(  
    fbacc,  
    title,  
    body,  
    name,  
    actor_id,  
    follow_redirect,  
    image_file,  
    image_hash,  
    image_crops,  
    image_url,  
    link_url,  
    url_tags,  
    object_id,  
    object_story_id,  
    object_story_spec,  
    object_url,  
    call_to_action_type = c("OPEN_LINK", "BOOK_TRAVEL", "SHOP_NOW", "PLAY_GAME",  
        "LISTEN_MUSIC", "WATCH_VIDEO", "USE_APP")  
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
title	string
body	string
name	string
actor_id	Facebook object ID reference
follow_redirect	boolean
image_file	local image passed to Facebook. You might first upload the image via <code>fbad_create_image</code> .

image_hash	string
image_crops	list
image_url	string
link_url	string
url_tags	list
object_id	Facebook object ID reference
object_story_id	post ID reference
object_story_spec	list
object_url	string list
call_to_action_type	string

Value

creative id

Note

There are no checks done before passing provided arguments to Facebook. You have to know what you are up to. Read the Facebook docs.

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-creative#Creating>

fbad_create_image	<i>Upload image</i>
-------------------	---------------------

Description

Upload image

Usage

fbad_create_image(fbacc, img)

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
img	file path

Value

list of file name, hash and URL

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-image#Creating>

fbad_create_lookalike_audience

Create a new FB lookalike audience similar to an already existing custom audience

Description

Create a new FB lookalike audience similar to an already existing custom audience

Usage

```
fbad_create_lookalike_audience(
    fbacc,
    name,
    origin_audience_id,
    ratio = 0.01,
    country = "US"
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
name	string
origin_audience_id	numeric ID of origin custom audience
ratio	Between 0.01-0.20 and increments of 0.01. Indicates the top ratio percent of original audience in the selected country
country	Country name - the country to find the lookalike people.

Value

lookalike audience ID

References

<https://developers.facebook.com/docs/marketing-api/audiences/guides/lookalike-audiences#create>

fbad_delete_audience *Delete a FB custom audience*

Description

Delete a FB custom audience

Usage

```
fbad_delete_audience(fbacc, audience_id)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
audience_id	numeric

Value

custom audience ID

References

<https://developers.facebook.com/docs/marketing-api/reference/custom-audience#Deleting>

fbad_get_adaccounts *Deprecated in favor of fbad_get_owned_adaccounts*

Description

Deprecated in favor of fbad_get_owned_adaccounts

Usage

```
fbad_get_adaccounts(id, token, version, fields = c("name"), simplify = TRUE)
```

Arguments

id	Facebook Object, eg Ad Account (with act prefix) or a Business Manager Account ID
token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)
fields	character vector
simplify	return data.frame or list

`fbad_get_adaccount_details`*Get details for a Facebook Ads Account*

Description

Get details for a Facebook Ads Account

Usage

```
fbad_get_adaccount_details(accountid, token, version)
```

Arguments

<code>accountid</code>	Ads account graph object id
<code>token</code>	FB Ads API token
<code>version</code>	Facebook Marketing API version

Value

list(s) containing account details

References

<https://developers.facebook.com/docs/marketing-api/reference/business/adaccount/>

`fbad_get_client_ad_accounts`*Get account details of Ad Accounts belonging to the clients of a Business Manager Account*

Description

Get account details of Ad Accounts belonging to the clients of a Business Manager Account

Usage

```
fbad_get_client_ad_accounts(  
    id,  
    token,  
    version,  
    fields = c("name"),  
    simplify = TRUE  
)
```

Arguments

id	Facebook Object, eg Ad Account (with act prefix) or a Business Manager Account ID
token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)
fields	character vector
simplify	return data.frame or list

fbad_get_client_pages *Get account details of Pages belonging to the clients of a Business Manager Account*

Description

Get account details of Pages belonging to the clients of a Business Manager Account

Usage

```
fbad_get_client_pages(id, token, version, fields = c("name"), simplify = TRUE)
```

Arguments

id	Facebook Object, eg Ad Account (with act prefix) or a Business Manager Account ID
token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)
fields	character vector
simplify	return data.frame or list

fbad_get_my_ad_accounts *Get account details of Ad Accounts that are accessible by the given token*

Description

Get account details of Ad Accounts that are accessible by the given token

Usage

```
fbad_get_my_ad_accounts(token, version)
```

Arguments

token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)

Value

character vector of Ad Account ids

fbad_get_owned_ad_accounts

Get account details of Ad Accounts owned by a Business Manager Account

Description

Get account details of Ad Accounts owned by a Business Manager Account

Usage

```
fbad_get_owned_ad_accounts(
  id,
  token,
  version,
  fields = c("name"),
  simplify = TRUE
)
```

Arguments

id	Facebook Object, eg Ad Account (with act prefix) or a Business Manager Account ID
token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)
fields	character vector
simplify	return data.frame or list

Value

list(s) containing account details

References

<https://developers.facebook.com/docs/marketing-api/business-asset-management#adaccounts>

fbad_get_owned_pages *Get account details of Pages owned by a Business Manager Account*

Description

Get account details of Pages owned by a Business Manager Account

Usage

```
fbad_get_owned_pages(id, token, version, fields = c("name"), simplify = TRUE)
```

Arguments

id	Facebook Object, eg Ad Account (with act prefix) or a Business Manager Account ID
token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)
fields	character vector
simplify	return data.frame or list

fbad_get_pixels *Get tracking pixels of eg an Ad or Business Manager Account*

Description

Get tracking pixels of eg an Ad or Business Manager Account

Usage

```
fbad_get_pixels(id, token, version, fields = c("name"), simplify = TRUE)
```

Arguments

id	Facebook Object, eg Ad Account (with act prefix) or a Business Manager Account ID
token	FB Ads API token
version	Facebook Marketing API version
fields	character vector
simplify	return data.frame or list

Value

list(s) containing Ads Pixels

References

<https://developers.facebook.com/docs/marketing-api/reference/ads-pixel/#Reading>

fbad_get_search	<i>FB Search API Querying</i>
-----------------	-------------------------------

Description

FB Search API Querying

Usage

```
fbad_get_search(
    fbacc,
    q,
    type = c("adeducationschool", "adeducationmajor", "adgeolocation", "adcountry",
             "adzipcode", "adgeolocationmeta", "adradiusuggestion", "adinterest",
             "adinterestsuggestion", "adinterestvalid", "adlocale", "adTargetingCategory",
             "adworkemployer", "targetingsearch"),
    ...
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
q	string that is being searched for
type	describes the type of search eg: adinterest, adeducationmajor etc
...	other optional parameters accepted by the endpoint as key = value pairs eg: limit = 5000.

Value

data.frame containing results

References

<https://developers.facebook.com/docs/marketing-api/audiences/reference/targeting-search>

Examples

```
## Not run:
fbad_get_search(q = 'r programming language', type = 'adinterest')
fbad_get_search(q = c('dog', 'cat'), type = 'adinterestvalid')

## End(Not run)
```

fbad_init

*Initiate Facebook Account with OAuth token***Description**

If you do not have a token, then register an (e.g. "Website") application at <https://developers.facebook.com/apps> and make a note of your "App ID" and "App Secret" at the "Dashboard" of your application. Then go to "Settings", click on "Add Platform", then "Website" and paste <http://localhost:1410> as the "Site URL". Save, and then run the below example R commands to get your token. Please note that your app needs access to your ads as well, see <https://developers.facebook.com/docs/marketing-api/overview/authorization> for more details.

Usage

```
fbad_init(accountid, token, version = fb_api_most_recent_version())
```

Arguments

accountid	Facebook Ad account id without the act_ prefix
token	Facebook OAuth token as a string
version	Facebook Marketing API version

Value

list returned invisibly containing versioned base URL and relevant API parameters

Examples

```
## Not run:
## You can generate a token for future use with the help of `httr`, e.g.
library(httr)
app <- oauth_app("facebook", your_app_id, your_app_secret)
oauth2.0_token(oauth_endpoints("facebook"), app,
  scope = '',
  type = "application/x-www-form-urlencoded")$credentials$access_token

## Then pass this token with your account ID to fbad_init

## End(Not run)
```

fbad_list_ad	<i>List all Ads for current account, list of Ad Sets or Campaigns</i>
--------------	---

Description

List all Ads for current account, list of Ad Sets or Campaigns

Usage

```
fbad_list_ad(fbacc, id, statuses, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
id	will do the look-up for all Ads based on this ID. Defaults to current FB account. Can be a (vector of) Ad Set or Campaign id(s).
statuses	character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	boolean whether response is simplified to data.frame or else returned as raw list

Value

data.frame

Note

Will do a batched request to the Facebook API if multiple ids are provided.

References

<https://developers.facebook.com/docs/marketing-api/reference/adgroup#read-adaccount>

fbad_list_adset	<i>List all Ad Sets for current account or Ad Campaign(s)</i>
-----------------	---

Description

List all Ad Sets for current account or Ad Campaign(s)

Usage

```
fbad_list_adset(fbacc, id, statuses, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	will do the look-up for all Ads based on this ID. Defaults to current FB account. Can be a (vector of) Ad Campaign id(s).
statuses	character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	boolean whether response is simplified to data.frame or else returned as raw list

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Reading>

fbad_list_audience	<i>List all Custom Audiences for Ad account</i>
--------------------	---

Description

List all Custom Audiences for Ad account

Usage

```
fbad_list_audience(fbacc, id, statuses, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	will do the look-up for all Ads based on this ID. Defaults to current FB account. Can be a (vector of) Ad Set or Campaign id(s).
statuses	character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	boolean whether response is simplified to data.frame or else returned as raw list

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-account/customaudiences/#Reading>

fbad_list_campaign	<i>List all Ad Campaigns for current account</i>
--------------------	--

Description

List all Ad Campaigns for current account

Usage

```
fbad_list_campaign(fbacc, id, statuses, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	not supported argument
statuses	character vector of statuses to use as a filter. Defaults to none. Please refer to the Facebook documentation for a list of possible values.
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	boolean whether response is simplified to data.frame or else returned as raw list

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Reading>

fbad_preview_ad	<i>Preview ad</i>
-----------------	-------------------

Description

Preview ad

Usage

```
fbad_preview_ad(  
    fbacc,  
    id,  
    ad_format = c("DESKTOP_FEED_STANDARD", "RIGHT_COLUMN_STANDARD", "MOBILE_FEED_STANDARD",  
                  "MOBILE_BANNER", "MOBILE_INTERSTITIAL", "INSTAGRAM_STANDARD")  
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	ad id(s)
ad_format	string

References

<https://developers.facebook.com/docs/marketing-api/generatepreview>

fbad_reachestimate	<i>Query for reach estimate for given targeting spec</i>
--------------------	--

Description

Query for reach estimate for given targeting spec

Usage

```
fbad_reachestimate(fbacc, targeting_spec)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
targeting_spec	lists of targeting spec characteristics as described at https://developers.facebook.com/docs/marketing-api/audiences/reference/advanced-targeting

Value

list

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-account/reachestimate/>

Examples

```
## Not run:
library(jsonlite)
targetspec <- list(
  age_min = unbox(24),
  age_max = unbox(55),
  geo_locations = list(countries = 'US'))
fbad_reachestimate(targeting_spec = targetspec)

## End(Not run)
```

fbad_read_ad	<i>Read ad details</i>
--------------	------------------------

Description

Read ad details

Usage

```
fbad_read_ad(fbacc, id, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
id	ad id(s)
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	return <code>data.frame</code> or <code>list</code>

Value

data.frame

Note

Will do a batched request to the Facebook API if multiple ids are provided.

References

<https://developers.facebook.com/docs/marketing-api/reference/adgroup#Reading>

Examples

```
## Not run:
## get and Ad ID from yesterday
adid <- fb_insights(date_preset = 'yesterday', level = 'ad')[[1]]$ad_id[1]
## look for current status of the Ad
fbad_read_ad(id = adid, fields = c('effective_status'))

## End(Not run)
```

fbad_read_adset	<i>Read Ad Set details</i>
-----------------	----------------------------

Description

Read Ad Set details

Usage

```
fbad_read_adset(fbacc, id, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	ad set id(s)
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	return data.frame or list

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Reading>

fbad_read_audience	<i>Read metadata on a FB custom audience</i>
--------------------	--

Description

Read metadata on a FB custom audience

Usage

```
fbad_read_audience(  
  fbacc,  
  audience_id,  
  fields = c("id", "account_id", "approximate_count", "data_source", "delivery_status",  
            "lookalike_audience_ids", "lookalike_spec", "name", "permission_for_actions",  
            "operation_status", "subtype", "time_updated")  
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
audience_id	numeric
fields	character vector of fields to be returned

Value

custom audience ID

References

<https://developers.facebook.com/docs/marketing-api/reference/custom-audience#Reading>

fbad_read_campaign	<i>Read Ad Campaign details</i>
--------------------	---------------------------------

Description

Read Ad Campaign details

Usage

```
fbad_read_campaign(fbacc, id, fields = "id", simplify = TRUE)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	Ad Campaign id(s)
fields	character vector of fields to get from the API, defaults to id. Please refer to the Facebook documentation for a list of possible values.
simplify	return data.frame or list

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Reading>

fbad_read_creative	<i>Read ad creative</i>
--------------------	-------------------------

Description

Read ad creative

Usage

```
fbad_read_creative(
  fbacc,
  id,
  by = c("account", "creative", "ad"),
  fields = c("id", "name", "body", "title", "run_status", "actor_id",
    "call_to_action_type", "follow_redirect", "image_crops", "image_file", "image_hash",
    "image_url", "thumbnail_url", "link_url", "url_tags", "object_id", "object_story_id",
    "object_story_spec", "object_type", "object_url")
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	Ad Creative or Ad Set id
by	get all Ad Creatives for the account, for a given Ad or a single Creative
fields	character vector of fields to get from the API

Value

list to be post-processed

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-creative#Reading>

Examples

```
## Not run:
## get all creatives for the current account
fbad_read_creative(fbacc)

## End(Not run)
```

fbad_remove_audience *Add people from a custom FB audience*

Description

Add people from a custom FB audience

Usage

```
fbad_remove_audience(fbacc, audience_id, schema = c("EMAIL", "PHONE"), hashes)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
audience_id	string
schema	only two schema are supported out of the four: you can add/remove persons to/from a custom audience by e-mail addresses or phone numbers
hashes	character vector of e-mail addresses or phone numbers to be transformed to hashes

References

<https://developers.facebook.com/docs/marketing-api/reference/custom-audience/users/#Deleting>

fbad_share_audience	<i>Share a FB custom audience with other accounts</i>
---------------------	---

Description

Share a FB custom audience with other accounts

Usage

```
fbad_share_audience(fbacc, audience_id, adaccounts)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
audience_id	audience ID
adaccounts	numeric vector of FB account IDs

Note

This throws error if you provide wrong account ids OR even valid account ids that were previously granted access to the given custom audience.

fbad_update_ad	<i>Update ad</i>
----------------	------------------

Description

Update ad

Usage

```
fbad_update_ad(fbacc, id, ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	ad id
...	parameters passed to Facebook API

Value

invisible TRUE

References

<https://developers.facebook.com/docs/marketing-api/reference/adgroup#Updating>

fbad_update_adset	<i>Update Ad Set</i>
-------------------	----------------------

Description

Update Ad Set

Usage

```
fbad_update_adset(fbacc, id, ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	Ad Set id
...	parameters passed to Facebook API

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign#Updating>

fbad_update_campaign	<i>Update Ad Campaign</i>
----------------------	---------------------------

Description

Update Ad Campaign

Usage

```
fbad_update_campaign(fbacc, id, ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
id	Ad Campaign id
...	parameters passed to Facebook API

References

<https://developers.facebook.com/docs/marketing-api/reference/ad-campaign-group#Updating>

fbad_whoami	<i>Prints user id and name</i>
-------------	--------------------------------

Description

Prints user id and name

Usage

```
fbad_whoami(token, version)
```

Arguments

token	FB Ads API token (if running before fb_init)
version	Facebook Marketing API version (if running before fb_init)

Value

character vector of Ad Account ids

fbRads	<i>fbRads package</i>
--------	-----------------------

Description

This is a placeholder for storing import directives, please find more details in the README.md file of the package via `system.file` or on GitHub at <https://github.com/daroczig/fbRads>.

fb_api_most_recent_version	<i>Returns the most recent version of the supported Facebook Marketing API</i>
----------------------------	--

Description

Returns the most recent version of the supported Facebook Marketing API

Usage

```
fb_api_most_recent_version()
```

Value

string

fb_api_version	Returns the currently used version of the Facebook Marketing API
----------------	--

Description

Returns the currently used version of the Facebook Marketing API

Usage

```
fb_api_version()
```

Value

string

fb_insights	Insights
-------------	----------

Description

Insights

Usage

```
fb_insights(
  fbacc,
  target = fbacc$acct_path,
  job_type = c("sync", "async"),
  retries = 0,
  simplify = TRUE,
  ...
)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
target	ad account id(s) (default), campaign id(s), adset id(s) or ad id(s)
job_type	synchronous or asynchronous request. If the prior fails with "please reduce the amount of data", it will fall back to async request. Async query is possible with only one target.
retries	number of times this query has been sent to Facebook previously and failed – to be used internally for error handling
simplify	return a list of data.frame or list objects
...	named arguments passed to the API, like time range, fields, filtering etc.

Value

list of data.frame or list objects depending on the simplify argument

References

<https://developers.facebook.com/docs/marketing-api/insights>

Examples

```
## Not run:
fb_insights(fbacc)

## get default fields and filter for a few metrics
l <- fb_insights(date_preset = 'today', level = 'ad')
## merge pages into tabular data
data.table::rbindlist(l)

## sometimes more advanced list selections are needed
l <- fb_insights(date_preset = 'today', level = 'ad', fields = 'unique_actions', simplify = FALSE)

## filter for ACTIVE Ads
l <- fb_insights(date_preset = 'today', level = 'ad',
  filtering = "[{'field':'adset.effective_status','operator':'IN','value':['ACTIVE']}]")

## End(Not run)
```

fromJSONish

Validates and fixes some JSON issues, eg removing newlines etc

Description

Validates and fixes some JSON issues, eg removing newlines etc

Usage

```
fromJSONish(json, ...)
```

Arguments

json	string
...	passed to jsonlite

Value

parsed JSON as an R object

print.FB_Ad_Account *Print method for custom fbRads class*

Description

Print method for custom fbRads class

Usage

```
## S3 method for class 'FB_Ad_Account'  
print(x, ...)
```

Arguments

x	R object with FB_Ad_Account class
...	further arguments passed to print (ignored)

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