

Package ‘rappsflyer’

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Type Package

Title Work with AppsFlyer API

Version 0.2.0

Date 2021-03-19

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Description Loading data from AppsFlyer Pull API
<<https://support.appsflyer.com/hc/en-us/articles/207034346-Using-Pull-API-aggregate-data>>.

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Imports httr, stringr, retry, dplyr, tidyr, lgr

Suggests knitr, rmarkdown

VignetteBuilder knitr

Encoding UTF-8

Language ru

LazyData true

NeedsCompilation no

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Description

Loading data from AppsFlyer Pull API <<https://support.appsflyer.com/hc/en-us/articles/207034346-Using-Pull-API-aggregate-data>>.

Details

The DESCRIPTION file:

```
Package:      rappsflyer
Type:         Package
Title:        Work with AppsFlyer API
Version:      0.2.0
Date:         2021-03-19
Authors@R:    c(person(given = "Alexey", family = "Seleznev", role = c("aut", "cre"), email = "selesnow@gmail.com", co
Maintainer:   Alexey Seleznev <selesnow@gmail.com>
Description:   Loading data from AppsFlyer Pull API <https://support.appsflyer.com/hc/en-us/articles/207034346-Using-Pull-API-aggregate-data>
License:      MIT + file LICENSE
Imports:      httr, stringr, retry, dplyr, tidyr, lgr
Suggests:     knitr, rmarkdown
VignetteBuilder: knitr
Encoding:     UTF-8
Language:     ru
LazyData:     true
Author:       Alexey Seleznev [aut, cre] (<https://orcid.org/0000-0003-0410-7385>), Netpeak [cph, fnd]
```

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af_get_targeting_validation_rules Get Targeting Validation Rules
af_set_api_token               Set 'AppsFlyer' API Token
rappsflyer-package             Work with AppsFlyer API
```

Author(s)

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`af_get_ad_revenue_raw_data`*Get Ad Revenue Raw Data*

Description

Get ad revenue raw data from 'AppsFlyer Pull API'

Usage

```
af_get_ad_revenue_raw_data(  
  date_from = Sys.Date() - 8,  
  date_to = Sys.Date() - 1,  
  report_type = c("ad_revenue_raw"),  
  is_organic = FALSE,  
  additional_fields = c("device_model",  
                        "keyword_id",  
                        "store_reinstall",  
                        "deeplink_url",  
                        "oaid",  
                        "ad_unit",  
                        "segment",  
                        "placement",  
                        "monetization_network",  
                        "impressions",  
                        "mediation_network",  
                        "is_lat"),  
  timezone = "Europe/Moscow",  
  retargeting = NULL,  
  maximum_rows = 1000000,  
  app_id = getOption("apps_flyer_app_id"),  
  api_token = getOption("apps_flyer_api_key"))
```

Arguments

<code>date_from</code>	Reporting start date.
<code>date_to</code>	Reporting finish date.
<code>report_type</code>	Report type. now it's only <code>ad_revenue_raw</code> .
<code>is_organic</code>	If TRUE you get only organic data.
<code>additional_fields</code>	Character vector of report's additional fields.
<code>timezone</code>	Your timezone, for example <code>Europe/Moscow</code> .
<code>retargeting</code>	If TRUE you get retargeting data.
<code>maximum_rows</code>	Report rows limit.
<code>app_id</code>	Your app id from apps flyer.
<code>api_token</code>	Your AppsFlyer API token V1.0 for more details go link .

Value

data.frame.

Author(s)

Alexey Seleznev

See Also

[AppsFlyer Pull API documentation](#)

Examples

```
## Not run:
af_set_api_token("Your API token")

ad_data <- af_get_ad_revenue_raw_data(
  date_from = "2021-03-01",
  date_to   = "2021-03-15",
  app_id    = "id0001111"
)

## End(Not run)
```

af_get_aggregate_data *Get 'AppsFlyer' Aggregate Data Reports*

Description

Get AppsFlyer Aggregate (user acquisition and retargeting) data

Usage

```
af_get_aggregate_data(
  date_from = Sys.Date() - 8,
  date_to   = Sys.Date() - 1,
  report_type = c("daily_report",
                  "partners_report",
                  "partners_by_date_report",
                  "geo_report",
                  "geo_by_date_report"),
  additional_fields = c("keyword_id",
                        "store_reinstall",
                        "deeplink_url",
                        "oaid",
                        "install_app_store",
                        "contributor1_match_type",
                        "contributor2_match_type",
```

```

        "contributor3_match_type",
        "match_type"),
    media_source = NULL,
    attribution_touch_type = NULL,
    currency = NULL,
    timezone = "Europe/Moscow",
    retargeting = NULL,
    app_id = getOption("apps_flyer_app_id"),
    api_token = getOption("apps_flyer_api_key"))

```

Arguments

date_from	Reporting start date.
date_to	Reporting finish date.
report_type	Report type. One of: daily_report, partners_report, partners_by_date_report, geo_report, geo_by_date_report. For more details go to Integration > API access in AppsFlyer Web UI.
additional_fields	Character vector of report's additional fields.
media_source	Use to limit (filter) to a specific media source. for example, if you need only facebook data in your report use media_source="facebook".
attribution_touch_type	Set this parameter as shown in the example to get view-through attribution (VTA) KPIs. For example attribution_touch_type="impression".
currency	Currency of revenue and cost. Aggregate Pull API reports always use the app-specific currency.
timezone	Your timezone, for example Europe/Moscow.
retargeting	If TRUE you get retargeting data.
app_id	Your app id from apps flyer.
api_token	Your AppsFlyer API token V1.0 for more details go link .

Value

data.frame.

Author(s)

Alexey Seleznev

See Also

[AppsFlyer Pull API documentation](#)

Examples

```
## Not run:
af_set_api_token("Your API token")

geo_data <- af_get_aggregate_data(
  date_from = "2021-03-01",
  date_to   = "2021-03-15",
  report_type = "geo_by_date_report",
  app_id     = "id0001111"
)

## End(Not run)
```

af_get_data

*Get Data From 'AppsFlyer Master API'***Description**

Get statistic data from 'AppsFlyer Master API'

Usage

```
af_get_data(
  date_from = Sys.Date() - 8,
  date_to   = Sys.Date() - 1,
  dimensions = c("app_id",
                 "pid",
                 "af_channel",
                 "c",
                 "af_c_id",
                 "geo"),
  metrics    = c("impressions",
                 "clicks",
                 "installs",
                 "sessions",
                 "loyal_users",
                 "cost",
                 "revenue",
                 "uninstalls"),
  filters     = NULL,
  currency    = NULL,
  timezone    = "Europe/Moscow",
  app_id      = getOption("apps_flyer_app_id"),
  api_token   = getOption("apps_flyer_api_key")
)
```

Arguments

date_from	Reporting start date.
date_to	Reporting finish date.
dimensions	Character vector. These dimensions are used for collecting the data into groups to allow easier and more accurate examination of the information.. For more details see docs .
metrics	KPIs are the metrics used for gaining an insight into the behavior of your app. For more details see docs .
filters	Data filter expression, for example filters=="geo=US,DE".
currency	Monetary values are in the app-specific currency. Example: currency="preferred"
timezone	Time zone used is according to the app-specific timezone. Example: timezone="Europe/Moscow"
app_id	Your app id from apps flyer.
api_token	Your AppsFlyer API token V1.0 for more details go link .

Value

data.frame.

Author(s)

Alexey Seleznev

See Also

[Master API documentation Field dictionary](#)

Examples

```
## Not run:
af_set_api_token("Your API token")

ad_data <- af_get_data(
  date_from = "2021-03-01",
  date_to   = "2021-03-15",
  app_id    = "id0001111"
)

## End(Not run)
```

af_get_raw_data

*Get 'AppsFlyer' Raw Data Reports***Description**

Get 'AppsFlyer' organic and non-organic raw data reports

Usage

```
af_get_raw_data(
  date_from = Sys.Date() - 8,
  date_to = Sys.Date() - 1,
  report_type = c("installs_report",
                  "in_app_events_report",
                  "uninstall_events_report"),
  media_source = NULL,
  category = NULL,
  event_name = NULL,
  currency = NULL,
  is_organic = FALSE,
  additional_fields = c("device_model",
                        "keyword_id",
                        "store_reinstall",
                        "deeplink_url",
                        "oaid",
                        "install_app_store",
                        "contributor1_match_type",
                        "contributor2_match_type",
                        "contributor3_match_type",
                        "match_type",
                        "device_category",
                        "gp_referrer",
                        "gp_click_time",
                        "gp_install_begin",
                        "amazon_aid",
                        "keyword_match_type",
                        "att",
                        "conversion_type",
                        "campaign_type",
                        "is_lat"),
  timezone = "Europe/Moscow",
  retargeting = NULL,
  maximum_rows = 1000000,
  app_id = getOption("apps_flyer_app_id"),
  api_token = getOption("apps_flyer_api_key"))
```

Arguments

date_from	Reporting start date.
date_to	Reporting finish date.
report_type	Report type. One of: installs_report, in_app_events_report, uninstall_events_report. For more details go to Integration > API access in AppsFlyer Web UI.
media_source	Use to limit (filter) to a specific media source. for example, if you need inly facebook data in your report use media_source="facebook".
category	Traffic source category filter, for examplr category="standard".
event_name	Filter in-app events by specified events. Select multiple events by using a character vector. For example: event_name = c("af_purchase", "ftd").
currency	Currency of the revenue and cost.
is_organic	If TRUE you get only organic data.
additional_fields	Character vector of report's additional fields.
timezone	Your timezone, for example Europe/Moscow.
retargeting	If TRUE you get retargeting data.
maximum_rows	Report rows limit.
app_id	Your app id from apps flyer.
api_token	Your AppsFlyer API token V1.0 for more details go link .

Value

data.frame.

Author(s)

Alexey Seleznev

See Also

[AppsFlyer Pull API documentation](#)

Examples

```
## Not run:
af_set_api_token("Your API token")

raw_data <- af_get_raw_data(
  date_from = "2021-03-01",
  date_to   = "2021-03-15",
  report_type = "installs_report",
  app_id    = "id0001111"
)

## End(Not run)
```

af_get_targeting_validation_rules

Get Targeting Validation Rules

Description

Get targeting validation rules from 'AppsFlyer'

Usage

```
af_get_targeting_validation_rules(
  date_from      = Sys.Date() - 8,
  date_to        = Sys.Date() - 1,
  report_type    = c("invalid_installs_report",
                     "invalid_in_app_events_report"),
  additional_fields = c("device_model",
                       "keyword_id",
                       "store_reinstall",
                       "deeplink_url",
                       "oaid",
                       "rejected_reason",
                       "rejected_reason_value",
                       "contributor1_match_type",
                       "contributor2_match_type",
                       "contributor3_match_type",
                       "match_type",
                       "device_category",
                       "gp_referrer",
                       "gp_click_time",
                       "gp_install_begin",
                       "amazon_aid",
                       "keyword_match_type",
                       "att",
                       "conversion_type",
                       "campaign_type",
                       "is_lat"),
  timezone       = "Europe/Moscow",
  maximum_rows   = 1000000,
  app_id         = getOption("apps_flyer_app_id"),
  api_token      = getOption("apps_flyer_api_key")
)
```

Arguments

date_from	Reporting start date.
date_to	Reporting finish date.

report_type	Report type. One of: invalid_installs_report, invalid_in_app_events_report. For more details go to Integration > API access in AppsFlyer Web UI.
additional_fields	Character vector of report's additional fields.
timezone	Your timezone, for example Europe/Moscow.
maximum_rows	Report rows limit.
app_id	Your app id from apps flyer.
api_token	Your AppsFlyer API token V1.0 for more details go link

Value

data.frame.

Author(s)

Alexey Seleznev

See Also

[AppsFlyer Pull API documentation](#)

Examples

```
## Not run:
af_set_api_token("Your API token")

inv_data <- af_get_targeting_validation_rules(
  date_from = "2021-03-01",
  date_to   = "2021-03-15",
  report_type = "invalid_installs_report",
  app_id     = "example.app.com"
)

## End(Not run)
```

af_set_api_token	<i>Set 'AppsFlyer' API Token</i>
------------------	----------------------------------

Description

Set AppsFlyer API token in current R session

Usage

```
af_set_api_token(api_token)
```

Arguments

`api_token` Your AppsFlyer API token.

Value

No return value, called for set api token in current R session.

Author(s)

Alexey Seleznev

See Also

For more details go [link](#)

Examples

```
## Not run:  
af_set_api_token("Your API token")  
  
## End(Not run)
```

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