

Package ‘fbRads’

August 29, 2016

Type Package

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Title Analyzing and Managing Facebook Ads from R

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

Version 0.2

Date 2016-04-04

URL <https://github.com/cardcorp/fbRads>

License AGPL-3

Imports RCurl, jsonlite, digest, futile.logger, bit64, plyr,
data.table

NeedsCompilation no

Repository CRAN

Date/Publication 2016-04-06 01:20:49

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fbad_add_audience	<i>Add people to a custom FB audience</i>
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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 <code>fbad_init</code> .
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/custom-audience-targeting/v2.4#create>

fbad_create_ad	<i>Create ad</i>
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Description

Create ad

Usage

```
fbad_create_ad(fbacc, name, campaign_id, adset_id, creative_id,
  adgroup_status = c("ACTIVE", "PAUSED"), 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
campaign_id	Ad Set id (v2.4)
adset_id	Ad Set id (v2.5)
creative_id	creative ID
adgroup_status	initial status of the Ad group (v2.4)
status	initial status of the Ad group (v2.5)
...	further parameters passed to the Facebook API

Value

ad id

References

<https://developers.facebook.com/docs/marketing-api/reference/adgroup/v2.5#Creating>

fbad_create_adset	<i>Create Ad Set</i>
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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"), bid_amount, promoted_object, campaign_id,
status = c("ACTIVE", "PAUSED", "ARCHIVED", "DELETED"), daily_budget,
lifetime_budget, end_time, start_time, targeting, campaign_group_id,
campaign_status = c("ACTIVE", "PAUSED", "ARCHIVED", "DELETED"), ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
name	name of the Ad Set
optimization_goal	optimization goal
billing_event	the billing event
bid_amount	integer
promoted_object	see at https://developers.facebook.com/docs/marketing-api/reference/ad-campaign/promoted-object/v2.4
campaign_id	parent Ad Campaign id (v2.5)
status	Ad Set status (v2.5)
daily_budget	using account currency
lifetime_budget	using account currency
end_time	UTC UNIX timestamp
start_time	UTC UNIX timestamp
targeting	list
campaign_group_id	parent Ad Campaign id (v2.4)
campaign_status	Ad Set status (v2.4)
...	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 *Create a new FB custom audience*

Description

Create a new FB custom audience

Usage

```
fbad_create_audience(fbacc, name, description, opt_out_link)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
name	string
description	optional string
opt_out_link	optional link

Value

custom audience ID

References

<https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#create>

fbad_create_campaign *Created Ad Campaign*

Description

Created Ad Campaign

Usage

```
fbad_create_campaign(fbacc, buying_type = c("AUCTION", "FIXED_CPM",  
"RESERVED"), campaign_group_status = c("ACTIVE", "PAUSED"),  
campaign_status = c("ACTIVE", "PAUSED"), execution_options = NULL, name,  
objective, spend_cap = NULL)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
buying_type	Facebook optimization algorithm to delivery, pricing, and limits
campaign_group_status	initial status of the Ad Campaign (v2.4)
campaign_status	initial status of the Ad Campaign (v2.5)
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 fbad_create_image.
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/adcreative/v2.4#create>

fbad_create_image	<i>Upload image</i>
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Description

Upload image

Usage

fbad_create_image(fbacc, img)

Arguments

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

Value

list of file name, hash and URL

References

<https://developers.facebook.com/docs/marketing-api/adimage/v2.4#create>

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 <code>fbad_init</code> .
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/lookalike-audience-targeting/v2.4#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/custom-audience-targeting/v2.4#delete>

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

accountid	Ads account graph object id
token	FB Ads API token
version	Facebook Marketing API version

Value

list(s) containing account details

References

<https://developers.facebook.com/docs/marketing-api/adaccount/v2.3>

fbad_get_search	<i>FB Search API Querying</i>
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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"), ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
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/targeting-search/v2.5>

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/access> for more details.

Usage

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

Arguments

<code>accountid</code>	Facebook Ad account id without the <code>act_</code> prefix
<code>token</code>	Facebook OAuth token as a string
<code>version</code>	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")
```

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.

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/v2.5#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")
```

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.

References

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

fbad_list_campaign *List all Ad Campaigns for current account*

Description

List all Ad Campaigns for current account

Usage

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

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.

References

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

fbad_reachestimate *Query for reach estimate for given targeting spec*

Description

Query for reach estimate for given targeting spec

Usage

```
fbad_reachestimate(fbacc, targeting_spec, currency = "USD",
  optimize_for = 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"))
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
targeting_spec	lists of targeting spec characteristics as described at https://developers.facebook.com/docs/marketing-api/targeting-specs/v2.5
currency	string
optimize_for	what are you optimizing for in the planned Ad Set?

Value

list

References

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

Examples

```
## Not run:
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")
```

Arguments

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

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/v2.5#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")
```

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.

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 fbad_init .
audience_id	numeric
fields	character vector of fields to be returned

Value

custom audience ID

References

<https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.4#read>

fbad_read_campaign *Read Ad Campaign details*

Description

Read Ad Campaign details

Usage

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

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
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.

References

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

fbad_read_creative *Read ad creative*

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/adcreative/v2.4#read>

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 *Share a FB custom audience with other accounts*

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.

References

<https://developers.facebook.com/docs/marketing-api/custom-audience-targeting/v2.3#sharing>

fbad_update_ad *Update ad*

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/v2.5#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>

fbRads	<i>fbRads package</i>
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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/cardcorp/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	<i>Returns the currently used version of the Facebook Marketing API</i>
----------------	---

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, ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of <code>fbad_init</code> .
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
...	named arguments passed to the API, like time range, fields, filtering etc.

Value

list

References

<https://developers.facebook.com/docs/marketing-api/insights/v2.5>

Examples

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

## process results
l <- fb_insights(fbacc, date_preset = 'today', level = 'ad')
library(rlist)
list.stack(list.select(l, date_start, date_stop, ad_id, total_actions,
  total_unique_actions, total_action_value, impressions, unique_impressions,
  social_impressions, unique_social_impressions, clicks, unique_clicks,
  social_clicks, unique_social_clicks, spend, frequency, deeplink_clicks,
  app_store_clicks, website_clicks, reach, social_reach, ctr, unique_ctr,
  cpc, cpm, cpp, cost_per_total_action, cost_per_unique_click,
  relevance_score = relevance_score$score))

## End(Not run)
```

fb_reportstats_ad	<i>Get Ad Report Stats</i>
-------------------	----------------------------

Description

Get Ad Report Stats

Usage

```
fb_reportstats_ad(fbacc, ...)
```

Arguments

fbacc	(optional) FB_Ad_account object, which defaults to the last returned object of fbad_init .
...	named arguments passed to the API, like time range, fields, filtering etc.

Value

data.frame

Note

This API endpoint is be soon deprecated and only available with v2.3. Use the new Insight feature, if possible.

References

<https://developers.facebook.com/docs/marketing-api/adreportstats/v2.3>

fb_stats_ad	<i>Get Ad Stats</i>
-------------	---------------------

Description

Get Ad Stats

Usage

```
fb_stats_ad(fbacc, ids)
```

Arguments

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

Value

list (raw parsed JSON) to be post-processed

Note

This API endpoint is be soon deprecated and only available with v2.3. Use the new Insight feature, if possible.

References

<https://developers.facebook.com/docs/marketing-api/adstatistics/v2.3#read>

Examples

```
## Not run:
res <- fb_stats_ad(...)
library(rlist)
list.stack(list.select(res, adgroup_id, impressions, clicks, spent, unique_impressions))

## End(Not run)
```

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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