

Package ‘ROptimizely’

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Type Package

Title R Optimizely API

Description R package extracts optimizely test results and test information using Optimizely REST API. Only read functionality is supported for analysis and reporting.

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Imports httr, jsonlite

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BugReports <https://github.com/kanaku/ROptimizely>

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GetExperimentInfo *Experiment information*

Description

Query Optimizely to read metadata information for a single experiment

Usage

```
GetExperimentInfo(experiment.id)
```

Arguments

experiment.id valid experiment identifier

Value

data frame of metadata information for an experiment

See Also

[GetExperimentList](#)

Examples

```
## Not run:
experiment.info <- GetExperimentInfo('1234545')
#use this to extract information on a list of experiments
do.call(rbind, lapply(c(1231231,14335333'), GetExperimentInfo))

## End(Not run)
```

GetExperimentList *Query Optimizely to list experiments in projects*

Description

GetExperimentList extracts the experiments and summary information in a list of projects

Usage

```
GetExperimentList(project.list)
```

Arguments

project.list List of project identifiers

Value

data frame of all experiments in list of projects provided

See Also

[GetExperimentInfo](#)

Examples

```
## Not run:  
# list experiments in a project  
#  
experiment.list<-GetExperimentList( c('1234567','7654321') )  
  
## End(Not run)
```

GetExperimentResults *Extract results of an experiment*

Description

Query Optimizely API to extract top-level results experiment. Results returned are computed by Optimizely Stats Engine. Metrics for each experiment are listed for every combination of variations and goals defined for that experiment.

Usage

```
GetExperimentResults(experiment.list)
```

Arguments

```
experiment.list  
list of experiment identifier.
```

Value

data frame with experiments results. A data frame representing every combination of variations and goals that have been defined for each experiment in list. For example, if there are three variations and two goals defined for an experiment, the response will contain six rows representing each variation_id and goal_id combination.

See Also

[GetResults](#)

Examples

```
## Not run:
# Extract results
# Assign token before getting results
set_token('abcdefghijklmnopqrs:54321')
results.df<-GetExperimentResults(c('123123', '1234567'))

## End(Not run)
```

 GetParamInfo

Information on Optimizely entities

Description

Query Optimizely to obtain information on project entities

Goal A user list is a set of user identifiers that you have uploaded to Optimizely. Membership in a targeting list can be used to define an Optimizely audience, so you can target experiments only to a particular set of users.

Audience An Audience is a group of visitors that match set conditions. You can target an experiment to one or more audiences, or you can segment experiment results to see how different audiences performed.

Targeting(User) list A user list is a set of user identifiers that you have uploaded to Optimizely. Membership in a targeting list can be used to define an Optimizely audience

Dimension Dimensions are attributes of visitors to your website or mobile app, such as demographic data, behavioral characteristics, or any other information particular to a visitor. Dimensions can be used to construct audiences and segment experiment results.

Variation Every experiment contains a set of variations that each change the visitor's experience in a different way. Variations define the code that should be applied on a page to change the experience, and the percentage of visitors who should see that code. A standard 'A/B' test has two variations (including the original), and Optimizely supports adding many more variations.

<https://help.optimizely.com>

Usage

```
GetParamInfo(id, param)
```

Arguments

id	Identifier for project entity i.e. goal id, audience id, user list id, dimension id
param	alphabet character to identify the parameter list <ul style="list-style-type: none"> • G - Goals • T - Targeting (user) lists • V - Variations • A - Audience • D - Dimensions

Value

data frame - of goals/audiences/targeting lists/dimensions in a project

See Also

[GetProjectList](#)

Examples

```
## Not run:  
# Information for an dimension  
# Use set_token to assign account token  
set_token('123456789101112:zzzzz')  
# Lists all audiences in a project  
final.df<-GetParamInfo('1234567',param='A')  
# Lists goals in a project (default)  
final.df<-GetParamInfo('1234567')  
  
## End(Not run)
```

GetProjectInfo	<i>Get project information</i>
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Description

Query Optimizely API to read a project. A project is a collection of experiments, goals and audiences. A javascript file associated with each project is included.

Usage

```
GetProjectInfo(project.id)
```

Arguments

project.id valid project identifier

Value

data frame of metadata for a single project

See Also

[GetProjectList](#)

Examples

```
## Not run:  
project.info <- GetProjectInfo('1234545')  
  
## End(Not run)
```

GetProjectList *Query Optimizely API to list projects in an account*

Description

GetProjectList Returns a data frame of projects listed in account authorized by the token Obtain API token from <https://app.optimizely.com/tokens>

Usage

```
GetProjectList()
```

Value

data frame containing the response from Optimizely API

See Also

[GetProjectInfo](#)

Examples

```
## Not run:  
# use set_token(Token) to assign your API token  
project.df <- GetProjectList()  
  
## End(Not run)
```

GetResults *Optimizely API to extract results of individual experiment*

Description

GetResults extracts results for an individual experiment. Metrics for each experiment are listed for every combination of variations and goals defined for that experiment. All experiments started on or after January 21 2015 have statistics computed by Optimizely Stats Engine.

Usage

```
GetResults(experiment.id, result.type = "stats", audience.id = NA,  
           dimension.id = NA, dimension.value = NA)
```

Arguments

<code>experiment.id</code>	experiment identifier.
<code>result.type</code>	Type of results to be extracted (valid options 'stats' or 'results') Setting this argument to results will extract top-level results. This option will be consistent with Optimizely Results page for experiments started before Jan 21, 2015. Default is set to 'stats' Default is set to stats to extract results from Optimizely Stats engine.
<code>audience.id</code>	Audience identifier. Setting this parameter can be used to filter experiment results by particular audience.
<code>dimension.id</code>	Dimension identifier. Setting this parameter together with <code>dimension.value</code> to filter results to visitors with custom dimension value. Default to NA
<code>dimension.value</code>	value of a dimension. Use this in combination with <code>dimension.id</code>

Value

data frame with experiment results. A data frame representing every combination of variations and goals that have been defined for the experiment. For example, if there are three variations and two goals defined for an experiment, the response will contain six rows representing each `variation_id` and `goal_id` combination

See Also

[GetExperimentResults](#)

Examples

```
## Not run:
# Extract results of a single experiment
# Assign token before getting results
# set_token('abcdefghijklmnopqrs:54321')
# Default results
exp.df<-GetResults('123456')

# Change result type to gather results
exp.df<-GetResults('123456',result.type='results')

# Filter results by audience
exp.df<-GetResults('123456',audience.id='123141')

# filter results by dimension

exp.df<-GetResults('123456',dimension.id='456', dimension.value='state')

## End(Not run)
```

ListProjectParam *List Optimizely entities*

Description

Query Optimizely API to get project entities listed in a project

- Goals
- Audiences
- Targeting list
- Dimensions

Usage

```
ListProjectParam(project.id, param = "G")
```

Arguments

project.id	identifier for project.
param	Identifies the entity to list <ul style="list-style-type: none">• G - Goals• A - Audiences• T - Targeting list (as on June 2015 user lists is part of paid feature. Confirm if you have access to user lists)• D - Dimensions

Value

data frame - of goals/audiences/targeting lists/dimensions in a project

See Also

[GetProjectList](#)

Examples

```
## Not run:  
# Information for an dimension  
# Use set_token to assign account token  
# set_token('123456789101112:zzzzz')  
# Lists all audiences in a project  
final.df<-ListProjectParam('1234567',param='A')  
  
# Lists goals in a project (default)  
final.df<-ListProjectParam('1234567')  
  
## End(Not run)
```

`set_token`*API token Authorizations*

Description

All API request needs to be authenticated. To authenticate, use token generated from <https://app.optimizely.com/tokens>

Usage

```
set_token(token)
```

Arguments

token copy token string from 'Manage Tokens'

Examples

```
set_token('abcdefghijklmnopqrstuvwxy:123456')
```

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