

Package ‘rym’

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Type Package

Title R Interface to Yandex Metrica API

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Description Allows work with 'Management API' for load counters, segments, filters, user permissions and goals list from Yandex Metrica, 'Reporting API' allows you to get information about the statistics of site visits and other data without using the web interface, 'Logs API' allows to receive non-aggregated data and 'Compatible with Google Analytics Core Reporting API v3' allows receive information about site traffic and other data using field names from Google Analytics Core API. For more information see official documents <<https://tech.yandex.ru/metrika/doc/api2/concept/about-docpage/>>.

Depends R (>= 3.5.0)

BugReports <https://github.com/selesnow/rym/issues>

Suggests knitr, rmarkdown

VignetteBuilder knitr

License GPL-2

Imports httr, stringr, utils

URL <http://selesnow.github.io/rym>

Encoding UTF-8

Language ru

NeedsCompilation no

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 rym-package

R Interface to Yandex Metrika API

Description

Allows work with 'Management API' for load counters, segments, filters, user permissions and goals list from Yandex Metrika, 'Reporting API' allows you to get information about the statistics of site visits and other data without using the web interface, 'Logs API' allows to receive non-aggregated data and 'Compatible with Google Analytics Core Reporting API v3' allows receive information about site traffic and other data using field names from Google Analytics Core API. For more information see official documents <<https://tech.yandex.ru/metrika/doc/api2/concept/about-docpage/>>.

Details

The DESCRIPTION file:

```

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Date:       2019-01-23
Author:      Alexey Seleznev <selesnow@gmail.com>
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Index of help topics:

rym-package	R Interface to Yandex Metrika API
rym_auth	Authentication in Yandex Metrika API
rym_get_counters	Load Yandex Metrika counters
rym_get_data	Load data by compatible with the 'Google Analytics Core Reporting API'
rym_get_direct_clients	Load Yandex.Direct clients
rym_get_filters	List of filters
rym_get_ga	Work with 'compatible with the Google Analytics Core Reporting API (v3)'
rym_get_goals	List of goals
rym_get_logs	Get raw data from yandex metrika.
rym_get_segments	List of segments
rym_users_grants	List of users permissions

Author(s)

Alexey Seleznev <selesnow@gmail.com>
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References

[Officialrym documents](#)
[Management API Documents](#)
[Reporting API Documents](#)
[API Compatible with Google Analytics Core API v3](#)
[Logs API Documentations](#)

Or read vignettes:

```
vignette("intro-to-rym", package = "rym")  
vignette("rym-management-api", package = "rym")  
vignette("rym-reporting-api", package = "rym")  
vignette("rym-ga-api", package = "rym")  
vignette("rym-logs-api", package = "rym")
```

Examples

```
## Not run:  
library(rym)
```

```

# get counters list
my_counters <- rym_get_counter()

# join all counters id in string format, like 1,2,3,4,5,...,n
counters_ids <- paste0(my_counters$id, collapse = ",")

# get statistic from reporting API
reporting <- rym_get_data(counters = counters_ids,
                        date.from = "2018-08-01",
                        date.to   = "yesterday",
                        dimensions = "ym:s:date",
                        ym:s:lastTrafficSource",
                        metrics    = "ym:s:visits,
ym:s:pageviews,
ym:s:users",
                        sort      = "-ym:s:date")

# get raw data
raw_data <- rym_get_logs(counter = counters_ids[1],
                        date.from = "2016-12-01",
                        date.to   = "2016-12-20",
                        fields    = "ym:s:visitID,
ym:s:date,
ym:s:bounce,
ym:s:clientID,
ym:s:networkType",
                        source   = "visits")

## End(Not run)

```

rym_auth

Authentication in Yandex Metrika API

Description

Actually you don't need call `rym_auth` since it will be called when you run any of the functions available in `rym`.

Usage

```
rym_auth(login = NULL, new.user = FALSE,
         token.path = getwd())
```

Arguments

<code>login</code>	character, Your Yandex login
<code>new.user</code>	logical, If TRUE you reauth in Yandex Metrika API
<code>token.path</code>	character, Directory for store API credential

Details

All your credential save in directory specified in the argument `token.path`, after save every time you run any function from `rym`, `rym_auth` be load credentials from local file `login.rymAuth.RData`. `rym_auth` create files for each your logins, which makes it possible use many yandex account in one script. Every tokens expire after 1 year after authentication, but `rym_auth` automaticly refresh and save you credential 30 days before he expire.

Value

List with credential data.

Author(s)

Alexey Seleznev

References

OAuth 2.0 in Yandex docs - <https://tech.yandex.ru/oauth/doc/dg/concepts/about-docpage/>

Examples

```
## Not run:  
library(rym)  
rym_auth(login = "my_login")  
  
## End(Not run)
```

<code>rym_get_counters</code>	<i>Load Yandex Metrica counters</i>
-------------------------------	-------------------------------------

Description

Returns a list of existing counters available to the user.

Usage

```
rym_get_counters(login = NULL, token.path = getwd())
```

Arguments

<code>login</code>	character, Your Yandex login
<code>token.path</code>	character, Directory for store API credential

Value

Data frame with list of yandex metrica counters.

Author(s)

Alexey Seleznev

References

Official docs - <https://tech.yandex.ru/metrika/doc/api2/management/counters/counters-docpage/>

Examples

```
## Not run:
my_counters <- rym_get_counters(login = "my_login")

## End(Not run)
```

rym_get_data	<i>Load data by compatible with the 'Google Analytics Core Reporting API'</i>
--------------	---

Description

The Reporting API allows you to obtain information about site visits statistics and other data without using the Yandex.Metrica interface.

Usage

```
rym_get_data(direct.client.logins = NULL, counters,
  metrics = "ym:s:visits,ym:s:pageviews,ym:s:users",
  dimensions = NULL, filters = NULL,
  sort = NULL, date.from = "8daysAgo",
  date.to = "yesterday", accuracy = "full",
  include_undefined = TRUE, lang = "ru",
  timezone = NULL, pretty = FALSE,
  login = NULL, token.path = getwd())
```

Arguments

direct.client.logins	Logins of Yandex.Direct clients, separated by commas. Can be used to generate a Direct Expense report.
counters	Counter identifiers, separated by commas.
metrics	A list of metrics, separated by a comma.
dimensions	A list of groupings, separated by a comma.
filters	A list of filtering data.
sort	A list of metrics and dimension for sorting result data, for desc sorting use -.
date.from	Start date in YYYY-MM-DD.

`rym_get_direct_clients`*Load Yandex.Direct clients*

Description

Returns data about Yandex.Direct clients for campaigns that the owner of the Metrics counter has access to.

Usage

```
rym_get_direct_clients(counters, login = NULL, token.path = getwd())
```

Arguments

<code>counters</code>	Counter identifiers, separated by commas
<code>login</code>	character, Your Yandex login
<code>token.path</code>	character, Directory for store API credential

Value

Data frame with Yandex Direct clients.

Author(s)

Alexey Seleznev

References

[Reporting API docs](#)

Examples

```
## Not run:  
my_clients <- rym_get_direct_clients(counters="11111,22222",  
                                   login = "my_login")  
  
## End(Not run)
```

rym_get_filters	<i>List of filters</i>
-----------------	------------------------

Description

Returns information about counter filters.

Usage

```
rym_get_filters(counter, login = NULL, token.path = getwd())
```

Arguments

counter	Yandex Metrika counter ID, you can get ids of all your counters over rym_counters
login	character, Your Yandex login
token.path	character, Directory for store API credential, by default is your work directory

Value

Data frame with list of yandex metrika counter filters

id	Filter id.
attr	The type of data to which the filter applies. One of referer, uniq_id, client_ip, title, url.
type	The relation or action for the filter, equal, contain, me, start, interval, only_mirrors.
value	Filter value.
action	Type of filter, include or exclude.
status	Status of filter, active or disabled.
with_subdomains	Filter by subdomains.
start_ip	The first IP address of the range.
start_ip	The last IP address of the range.

Author(s)

Alexey Seleznev

References

[Official docs](#)

Examples

```
## Not run:
filters <- rym_get_filters(counter = "your_counter_id",
                          login   = "your_login")

## End(Not run)
```

rym_get_ga	<i>Work with 'compatible with the Google Analytics Core Reporting API (v3)'</i>
------------	---

Description

Allows you to perform the following operations: 1. Obtain information about site traffic and other data. 2. Integrate Yandex.Metrica data with applications developed with the 'Google Analytics Core Reporting API (v3)' in mind. 3. Use the usual query parameters when collecting statistics, if you previously worked with the Google Analytics Core Reporting API (v3).

Usage

```
rym_get_ga(start.date = "10daysAgo", end.date = "today",
  counter = NULL, dimensions = "ga:date,ga:sourceMedium",
  metrics = "ga:sessions,ga:bounces,ga:users",
  filters = NULL, sort = NULL,
  sampling.level = "HIGHER_PRECISION",
  login = NULL, token.path = getwd())
```

Arguments

start.date	Start date in format YYYY-MM-DD
end.date	End date in format YYYY-MM-DD
counter	Your yandex metrica counter
dimensions	List of dimensions fields, for example "ga:browser,ga:city", see dictionary of available dimension
metrics	List of metrics fields, for example "ga:users,ga:sessions", see dictionary of available metrics
filters	List of filtrind dimensions and metrics.
sort	Sorting fields
sampling.level	One of "HIGHER_PRECISION", "FASTER", "DEFAULT"
login	character, Your Yandex login
token.path	character, Directory for store API credential

Details

Limits: 10 metrics for one query. 7 dimensions for one query

Value

Data frame with fields.

Author(s)

Alexey Seleznev

References

[Official compatible with the Google Analytics Core Reporting API \(v3\) docs](#)

Run `vignette("rym-ga-api", package = "rym")` to see the corresponding vignette.

See Also

For load statics you also can use `rym_get_data()` and `rym_get_logs()`

Examples

```
## Not run:
data <- rym_get_ga(start.date = "2017-08-01",
                  end.date = "yesterday",
                  counter = "ga:26841129",
                  metrics = "ga:sessions,ga:bounces,ga:users",
                  dimensions = "ga:date,ga:sourceMedium",
                  login      = "my_login")

## End(Not run)
```

rym_get_goals	<i>List of goals</i>
---------------	----------------------

Description

Returns information about the purpose of the yandex metrika counter.

Usage

```
rym_get_goals(counter, login = NULL, token.path = getwd())
```

Arguments

counter	Yandex Metrika counter ID
login	character, Your Yandex login
token.path	character, Directory for store API credential

Value

Data frame with list of yandex metrika counters

Author(s)

Alexey Seleznev

References

[Official docs of 'Yandex Metrika Management API'](#)

[Docs on rym website](#)

Run `vignette("rym-management-api", package = "rym")` to see the corresponding vignette.

Examples

```
## Not run:
my_counters <- rym_get_goals(login = "my_login")

## End(Not run)
```

rym_get_logs

Get raw data from yandex metrika.

Description

'Logs API' allows you to receive non-aggregated data collected by Yandex.Metrica. This API is intended for service users who want to independently process statistical data and use them to solve unique analytical problems.

Usage

```
rym_get_logs(counter = NULL, date.from = Sys.Date() - 10, date.to =
  Sys.Date() - 1, fields =
  "ym:s:date,ym:s:counterID,ym:s:dateTime,
ym:s:isNewUser,ym:s:startURL,ym:s:visitDuration,
ym:s:ipAddress,ym:s:referer",
  source = "visits", login = NULL, token.path = getwd())
```

Arguments

counter	Yandex metrika counter id
date.from	Start date in format YYYY-MM-DD
date.to	End date in format YYYY-MM-DD
fields	List of fields
source	Log source, one of "hits" or "visits"
login	character, Your Yandex login
token.path	character, Directory for store API credential

Value

Data frame with values and fields

Author(s)

Alexey Seleznev

References[Visits fields](#)[Hits fields](#)[Logs API docs](#)[Docs on rym website](#)Run `vignette("rym-logs-api", package = "rym")` to see the corresponding vignette.**See Also**For load statics you also can use [rym_get_data\(\)](#) and [rym_get_ga\(\)](#)**Examples**

```
## Not run:
# where "00000000" is your counter id
rawmetrikdata <- rym_get_logs(counter = "00000000",
                             date.from = "2016-12-01",
                             date.to = "2016-12-20",
                             fields = "ym:s:visitID,
                                     ym:s:date,
                                     ym:s:bounce,
                                     ym:s:clientID,
                                     ym:s:networkType",
                             source = "visits")

## End(Not run)
```

rym_get_segments	<i>List of segments</i>
------------------	-------------------------

Description

Returns a list of segments created using the API and related to the specified counter.

Usage

```
rym_get_segments(counter, login = NULL, token.path = getwd())
```

Arguments

counter	Yandex Metrika counter ID, you can get ids of all your counters over <code>rym_counters</code>
login	character, Your Yandex login
token.path	character, Directory for store API credential, by default is your work directory

Value

Data frame with list of yandex metrica counter segments

id	Segment id.
counter_id	Yandex Metrica counter id.
name	Segment name.
expression	An expression that matches the value of the filters parameter.
is_retargeting	Logical, is retargeting segment or not.
segment_source	Source of the segment. Indicates how to create it. Accepts the value of api - segments that are created using the API are used.

Author(s)

Alexey Seleznev

References

[Official docs of Yandex Metrica Management API](#)

[Docs on rym website](#)

Run `vignette("rym-management-api", package = "rym")` to see the corresponding vignette.

Examples

```
## Not run:
segments <- rym_get_segments(counter = "your_counter_id",
                             login   = "your_login")

## End(Not run)
```

rym_users_grants *List of users permissions*

Description

Returns information about the permissions to manage the counter and viewing statistics from 'management API'.

Usage

```
rym_users_grants(counter, login = NULL, token.path = getwd())
```

Arguments

counter	Yandex Metrika counter ID, you can get ids of all your counters over <code>rym_counters</code>
login	character, Your Yandex login
token.path	character, Directory for store API credential, by default is your work directory

Value

Data frame with list of yandex metrika counter users

user_login	Login of the user who has been given permission to manage the counter.
perm	Access level, one of view, edit, public_stat.
created_at	Date of granting access in the format YYYY-MM-DD'T'hh: mm: ssZ.
comment	An arbitrary comment. The number of characters can not exceed 255.
partner_data_access	Logical, is partner access or not.

Author(s)

Alexey Seleznev

References**Official docs**

Run `vignette("rym-management-api", package = "rym")` to see the corresponding vignette.

Examples

```
## Not run:  
users <- rym_users_grants(counter = "your_counter_id",  
                          login   = "your_login")  
  
## End(Not run)
```

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