

# Package ‘fbRads’

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**Type** Package

**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.

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**License** AGPL-3

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**Author** Gergely Daroczi [aut, cre],  
Ajaykumar Gopal [aut],  
Attila Nagy [aut],  
card.com [fnd],  
System1 [fnd]

**Maintainer** Gergely Daroczi <daroczig@rapporter.net>

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---

fbad\_add\_audience      *Add people to a custom FB audience*

---

**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/reference/custom-audience/users/#Creating>

---

fbad\_assign\_users\_to\_account  
*Assign a user to an Ad Account*

---

**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 <a href="#">fbad_init</a> .
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	<i>Create a copy of an ad set. You can copy a maximum of 3 entities between ad set and ads.</i>
-----------------	---

---

### 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 <a href="#">fbad_init</a> .
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	<i>Create a copy of a campaign. You can copy a maximum of 3 entities between campaign, ad sets and ads.</i>
--------------------	---

---

### 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 <a href="#">fbad_init</a> .
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	<a href="https://developers.facebook.com/docs/marketing-api/reference/ad-account/timezone-ids">https://developers.facebook.com/docs/marketing-api/reference/ad-account/timezone-ids</a>
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	<i>Create ad</i>
----------------	------------------

---

### 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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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 <a href="https://developers.facebook.com/docs/marketing-api/reference/ad-promoted-object">https://developers.facebook.com/docs/marketing-api/reference/ad-promoted-object</a>
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    *Create a new FB custom audience*

---

**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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_create_image</a> .

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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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**

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/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", "adgeo", "adcountry",
            "adzipcode", "adgeo", "adradius", "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

<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", 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      *List all Ad Sets for current account or Ad Campaign(s)*

---

### 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 <a href="#">fbad_init</a> .
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      *List all Custom Audiences for Ad account*

---

### 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 <a href="#">fbad_init</a> .
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      *List all Ad Campaigns for current account*

---

**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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
targeting_spec	lists of targeting spec characteristics as described at <a href="https://developers.facebook.com/docs/marketing-api/audiences/reference/advanced-targeting">https://developers.facebook.com/docs/marketing-api/audiences/reference/advanced-targeting</a>

**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 <a href="#">fbad_init</a> .
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 data.frame or 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#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 <code>fbad_init</code> .
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      *Read metadata on a FB custom audience*

---

**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 <a href="#">fbad_init</a> .
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      *Read Ad Campaign details*

---

**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 <a href="#">fbad_init</a> .
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      *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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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     *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 <a href="#">fbad_init</a> .
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      *Update Ad Set*

---

**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 <a href="#">fbad_init</a> .
id	Ad Set id
...	parameters passed to Facebook API

**References**

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

---

fbad\_update\_campaign      *Update Ad Campaign*

---

**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 <a href="#">fbad_init</a> .
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 <a href="#">fbad_init</a> .
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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