

# Package ‘adformR’

July 22, 2025

**Type** Package

**Title** Get Adform Ads Data via the 'Windsor.ai' API

**Version** 0.1.0

**Description** Collect your data on digital marketing campaigns from Adform Ads using the 'Windsor.ai' API <<https://windsor.ai/api-fields/>>.

**License** GPL-3

**URL** <https://windsor.ai/>

**Depends** R (>= 3.5.0)

**Imports** jsonlite (>= 1.7.2)

**Suggests** knitr, rmarkdown, dplyr, ggplot2, tidyr, curl

**VignetteBuilder** knitr

**Encoding** UTF-8

**Language** en-US

**LazyData** true

**RoxygenNote** 7.2.2

**NeedsCompilation** no

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**Repository** CRAN

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|              |                                                                                 |
|--------------|---------------------------------------------------------------------------------|
| fetch_adform | <i>fetch_adform A function to fetch Amazon Ads data from the windsor.ai API</i> |
|--------------|---------------------------------------------------------------------------------|

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## Description

fetch\_adform A function to fetch Amazon Ads data from the windsor.ai API

## Usage

```
fetch_adform(  
  api_key,  
  date_from = NULL,  
  date_to = NULL,  
  fields = c("campaign", "clicks", "spend", "impressions", "date")  
)
```

## Arguments

|           |                                                                                                                                                   |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| api_key   | Your api key to access Windsor.ai API                                                                                                             |
| date_from | The date from which to start getting data in format YYYY-MM-DD                                                                                    |
| date_to   | The date until which to start getting data in format YYYY-MM-DD                                                                                   |
| fields    | he fields fetched from the API for a given connector See <a href="https://windsor.ai/api-fields/">https://windsor.ai/api-fields/</a> for details. |

## Value

A data frame with the desired data

## Examples

```
## Not run:  
my_adform_data <- fetch_adform(api_key = "your api key",  
  date_from = "2022-10-01",  
  date_to = "2022-10-02",  
  fields = c("campaign", "clicks",  
    "spend", "impressions", "date"))  
  
## End(Not run)
```

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|                |                                                                                                |
|----------------|------------------------------------------------------------------------------------------------|
| my_adform_data | <i>Sample of digital marketing data from Adform downloaded by means of the Windsor.ai API.</i> |
|----------------|------------------------------------------------------------------------------------------------|

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**Description**

A dataset containing sample Adform data fetched from windsor.ai API. See more at: <https://windsor.ai/>

**Usage**

```
my_adform_data
```

**Format**

A data frame with 164 rows and 5 variables:

**campaign** name of the campaign

**clicks** number of clicks

**spend** spend data

**impressions** impressions data

**date** date

**Source**

<https://windsor.ai/>

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