Package 'rvkstat'

December 11, 2019

Type Package Title Interface to API 'vk.com' Version 2.6.3 Date 2019-12-11 Author Alexey Seleznev Maintainer Alexey Seleznev <selesnow@gmail.com> Description Load data from vk.com api about your communiti users and views, ads performance, post on user wall and etc. For more detail see <https://vk.com/dev/first_guide>. License GPL-2 **Depends** R (>= 3.5.0) Imports RCurl, jsonlite, httr, tidyr Language ru **Encoding** UTF-8 BugReports https://github.com/selesnow/rvkstat/issues URL http://selesnow.github.io/rvkstat NeedsCompilation no **Repository** CRAN

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rvkstat-package Interface to API 'vk.com'

Description

Load data from vk.com api about your communiti users and views, ads performance, post on user wall and etc. For more detail see https://vk.com/dev/first_guide>.

Details

The DESCRIPTION file:

Package:	rvkstat
Type:	Package
Title:	Interface to API 'vk.com'
Version:	2.6.3
Date:	2019-12-11
Author:	Alexey Seleznev
Maintainer:	Alexey Seleznev <selesnow@gmail.com></selesnow@gmail.com>
Description:	Load data from vk.com api about your communiti users and views, ads performance, post on user wall and etc.
License:	GPL-2
Depends:	R (>= 3.5.0)

rvkstat-package

Imports:RCurl, jsonlite, httr, tidyrLanguage:ruEncoding:UTF-8BugReports:https://github.com/selesnow/rvkstat/issuesURL:http://selesnow.github.io/rvkstat

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Author(s)

Alexey Seleznev

Maintainer: Alexey Seleznev <selesnow@gmail.com>

vkAuth

Authorization in 'Vkontakte'

Description

Allows you to get a token to access the API using the scheme Authorization Code Flow - https://vk.com/dev/authcode_flow_us

Usage

Arguments

app_id	Application ID, you can find it on the application settings page.
app_secret	Secure application key, you can find it on the application settings page.
apiVersion	API version.

Value

The list of credentials to work with the API Vkontakte

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## Auth in VK
my_tok <- vkAuth(app_id = 1,app_secret = "H2Pk8htyFD8024mZaPHm")
## End(Not run)
```

vkGetAdAccounts List of Advertising Account

Description

Returns a list of available advertising spaces.

Usage

```
vkGetAdAccounts(access_token = NULL, api_version = NULL)
```

Arguments

access_token	API access tokens obtained using vkAuth or vkGetToken functions
api_version	Vkontakte API version.

Value

Date frame with a list of advertising offices and their parameters with the following values:

account_id	ID of the advertising account.
account_type	Type of advertising office.
account_status	The status of the advertising office. (1 - active, 0 - inactive)
access_role	User privileges in the advertising office.

Author(s)

Alexey Seleznev

Examples

vkGetAdAgeStats

Description

Returns statistics on the reach of advertising campaigns and ads by age.

Usage

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested that are listed in the ids parameter. Valid values "ad" - are ads, "campaigns" - are campaigns.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The way data is grouped by date is day-by-day statistics, month is month-by- month statistics, overall is all-time statistics. Time limits are specified in the date_from and date_to arguments.
date_from	The start date of the displayed statistics in the format YYYY-MM-DD.
date_to	End date of the displayed statistics in the format YYYY-MM-DD.
access_token	API access tokens obtained using vkAuth or vkGetToken functions.
api_version	Vkontakte API version for send rquest.

Value

Date frame with community statistics with the following values:

id	id of the object from the ids argument.
day	(if the period is equal to day) day in the format YYYY-MM-DD.
month	(if period is equal to month) - day in the format YYYY-MM.
day_from	(if period is overall) the start date of the reporting period.
day_to	(if period is overall) end date of the reporting period.
type	object type from the ids_type parameter.
age	age.
impressions_ra	te
	part of the audience that viewed the ad, from 0 to 1.
clicks_rate	(the part of the audience that clicked on the ad, from 0 to 1.

vkGetAdAgeStats

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")</pre>
# 1.Get a static message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1,</pre>
                          access_token = my_tok$access_token)
## 1.2. We get statistics on advertising campaigns
vk_ad_age_stat_day <- vkGetAdAgeStats(account_id = 1,</pre>
                                       ids_type = "campaign",
                                       ids = camp$id ,
                                       period = "day",
                                       date_from = "2010-01-01",
                                       date_to = "2017-09-10",
                                       access_token = my_tok$access_token)
# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)</pre>
## 2.2. Get ad statistics
vk_ad_age_stat_month <- vkGetAdAgeStats(account_id = 1,</pre>
                                          ids_type = "ad",
                                          ids = ads$id ,
                                         period = "month"
                                         date_from = "2010-01-01",
                                         date_to = "2017-09-10",
                                         access_token = my_tok$access_token)
# 3.Get a static message on reaching the audience for advertising campaigns
# without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)</pre>
## 3.2. We get statistics on advertising campaigns
vk_ad_age_stat_total <- vkGetAdAgeStats(account_id = 1,</pre>
                                          ids_type = "campaign",
                                          ids = camp$id ,
                                         period = "overall",
                                         date_from = "2010-01-01",
                                         date_to = "2017-09-10",
                                         access_token = my_tok$access_token)
```

```
## End(Not run)
```

vkGetAdBudget

Budget of Advertising Cabinet 'Vkontakte'.

Description

Returns the current balance of the advertising account Vkontakte.

Usage

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetAdCampaigns Campaign list

Description

Returns a list of available advertising campaigns from the advertising office Vkontakte.

Usage

```
vkGetAdCampaigns(account_id = NULL, client_id = NULL, include_deleted =
        TRUE, campaign_ids = "null", api_version = NULL,
        access_token = NULL)
```

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.		
client_id	Client identifier from which advertisements are requested. Available and re- quired for advertising agencies.		
include_deleted			
	Boolean TRUE or FALSE, flag, specifying the need to display archived ads.		
campaign_ids	Campaing ids.		
access_token	API access token, obtained using the functions vkAuth or vkGetToken.		
api_version	Vkontakte API version for send request.		

Value

Date frame with a list of advertising offices and their parameters with the following values:

id	campaign ID.
type	campaign type.
name	campaign name.
status	campaign status.
day_limit	daily campaign limit in rubles.
all_limit	total campaign limit in rubles.
start_time	campaign start time.
<pre>stop_time</pre>	campaign stop time.
create_time	campaign creation time.
update_time	the last time the campaign was modified.

Author(s)

Alexey Seleznev

Examples

vkGetAdCategories List of Possible Subjects of Advertisements

Description

Returns a table with all possible topics and their subsections of the topics of advertisements from 'Vkontakte'

Usage

```
vkGetAdCategories(access_token = NULL, api_version = NULL)
```

Arguments

access_token	API access tokens obtained using vkAuth or vkGetToken functions
api_version	Vkontakte API version for send request.

Value

Date frame with the following values:

id	subject identifier.	
name	subject name.	
subcategories_id		
	identifier of the subsection.	
ubcategories_name		
	subsection name.	

Author(s)

Alexey Seleznev

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vkGetAdCityStats

Examples

vkGetAdCityStats Statistics on Audience Coverage in The Context of Cities.

Description

Returns statistics on audience reach by advertising campaign and ads by city.

Usage

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested, which are listed in the ids parameter. Valid ad values are ads, campaigns are campaigns.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version.

Value

Date frame with the following values:

id	id of the object from the ids argument.
day	(if the period is equal to day) day in the format YYYY-MM-DD.
month	(if period is equal to month) - day in the format YYYY-MM.
day_from	(if period is overall) the start date of the reporting period.
day_to	(if period is overall) the finish date of the reporting period.
type	the type of the object from the ids_type parameter.
city_id	city id or other for other cities.
city_name	city name.
impressions_rate	
	part of the audience that viewed the ad, from 0 to 1.
clicks_rate	(the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")</pre>
# 1.Get a static report on audience coverage in the context
# of cities by advertising campaigns by day
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)</pre>
## 1.2. We get statistics on advertising campaigns
vk_ad_city_stat_day <- vkGetAdCityStats(account_id = 1,</pre>
                                         ids_type = "campaign",
                                         ids = camp$id ,
                                         period = "day",
                                         date_from = "2010-01-01",
                                         date_to = "2017-09-10",
                                         access_token = my_tok$access_token)
# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)</pre>
## 2.2. Get ad statistics
vk_ad_city_stat_month <- vkGetAdCityStats(account_id = 1,</pre>
                                           ids_type = "ad",
                                           ids = ads$id ,
                                           period = "month",
                                           date_from = "2010-01-01",
```

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date_to = "2017-09-10", access_token = my_tok\$access_token)

End(Not run)

vkGetAdClients Client list.

Description

Returns a list of advertising agency clients.

Usage

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version.

Value

Date frame with community statistics with the following values:

id	client id.
name	customer name.
day_limit	client's daily limit in rubles.
all_limit	total customer limit in rubles.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetAdGenderAgeStats Statistics on Audience Coverage by Age and Gender.

Description

Returns statistics on the reach of advertising campaigns and ads by age and sex.

Usage

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
ids_type	The type of objects requested, which are listed in the ids parameter. Valid ad values are ads, campaigns are campaigns.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
access_token	API access token, obtained using the functions vkAuth or vkGetToken.
api_version	Vkontakte API version.

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Value

Date frame with community statistics with the following values:

1.id	id of the object from the ids argument.	
2. day	(if the period is equal to day) day in the format YYYY-MM-DD.	
3. month	(if period is equal to month) - day in the format YYYY-MM.	
4. day_from	(if period is overall) the start date of the reporting period.	
5. day_to	(if period is overall) end date of the reporting period.	
6.type	object type from the ids_type parameter.	
7.gender	gender.	
8.age	age.	
9. impressions_rate		
	part of the audience that viewed the ad, from 0 to 1.	
10. clicks_rate		

(the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,</pre>
                 app_secret = "H2Pk8htyFD8024mZaPHm")
# 1.Get a static message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)</pre>
## 1.2. We get statistics on advertising campaigns
vk_ad_gender_age_stat_day <- vkGetAdGenderAgeStats(account_id = 1,</pre>
                                                     ids_type = "campaign",
                                                     ids = camp$id ,
                                                     period = "day",
                                                     date_from = "2010-01-01",
                                                     date_to = "2017-09-10",
                                                     access_token = my_tok$access_token)
# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)</pre>
## 2.2. Get ad statistics
vk_ad_gender_age_stat_month <- vkGetAdGenderAgeStats(account_id = 1,</pre>
                                                       ids_type = "ad",
                                                       ids = ads$id ,
```

```
period = "month",
                                                      date_from = "2010-01-01",
                                                      date_to = "2017-09-10",
                                                      access_token = my_tok$access_token)
# 3.Get a static message on reaching the audience
# for advertising campaigns without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)</pre>
## 3.2. We get statistics on advertising campaigns
vk_ad_gender_age_stat_total <- vkGetAdGenderAgeStats(account_id = 1,</pre>
                                                      ids_type = "campaign",
                                                      ids = camp$id ,
                                                      period = "overall",
                                                      date_from = "2010-01-01",
                                                      date_to = "2017-09-10",
                                                      access_token = my_tok$access_token)
```

End(Not run)

vkGetAdGenderStats Statistics on Audience Coverage by Gender.

Description

Returns audience coverage statistics for advertising campaigns and ads by gender.

Usage

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be ob- tained using the function vkGetAdAccounts.
ids_type	The type of objects requested, which are listed in the ids parameter. Valid values: ad - are ads, campaigns - are campaigns.
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.

date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version.

Value

Date frame with community statistics with the following values:

1.id	id of the object from the ids argument.
2. day	(if the period is equal to day) day in the format YYYY-MM-DD.
3. month	(if period is equal to month) - day in the format YYYY-MM.
4. day_from	(if period is overall) the start date of the reporting period.
5.day_to	(if period is overall) end date of the reporting period.
6.type	object type from the ids_type parameter.
7.gender	gender, f - female, m - male.
8. impressions_rate	
	part of the audience that viewed the ad, from 0 to 1.
9. clicks_rate	(the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")</pre>
# 1.Get a stat message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)</pre>
## 1.2. We get statistics on advertising campaigns
vk_ad_gender_stat_day <- vkGetAdGenderStats(account_id = 1,</pre>
                                              ids_type = "campaign",
                                              ids = camp$id ,
                                              period = "day",
                                              date_from = "2010-01-01",
                                              date_to = "2017-09-10",
                                              access_token = my_tok$access_token)
# 2.Receive a stat message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)</pre>
## 2.2. Get ad statistics
vk_ad_gender_stat_month <- vkGetAdGenderStats(account_id = 1,</pre>
```

```
ids_type = "ad",
ids = ads$id ,
period = "month",
date_from = "2010-01-01",
date_to = "2017-09-10",
access_token = my_tok$access_token)
```

End(Not run)

vkGetAdPostsReach Statistics on The Coverage of Advertising Entries 'Vkontakte'.

Description

Returns detailed statistics on the reach of advertisements from ads and campaigns to promote community entries.

Usage

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be ob- tained using the function vkGetAdAccounts.	
ids_type	The type of objects requested, which are listed in the ids parameter. Valid ad values are ads, campaigns are campaigns.	
ids	Vector of id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.	
access_token	API access tokens obtained using vkAuth or vkGetToken functions	
api_version	Vkontakte API version.	

Details

Campaign statistics are only available for campaigns created since December 20, 2016. The video_views_start, video_views_3s, video_views_25p, video_views_50p, video_views_75p, video_views_100p fields with video statistics data are returned only for ads or campaigns from videos created after January 26, 2017.

Value

Date frame with community statistics with the following values:

1. id	object ID from the ids parameter.	
2. reach_subscr	ibers	
	reach subscribers.	
reach_total	total coverage.	
4.links	follow the link.	
5.to_group	transitions to the community.	
6.join_group	entry into the community.	
7. report	number of complaints about the record.	
8.hide	number of entries hidden.	
 9. unsubscribe number of unsubscribe members. 10. video_views_start 		
number of starts to watch a video. 11. video_views_3s		
	number of video inspections up to 3 seconds.	
12. video_views_25p		
number of video inspections up to 25 percent.		
13. video_views_50p		
number of video inspections up to 50 percent.		
14. video_views_75p		
number of video inspections up to 75 percent.		
15. video_views	The number of video inspections is up to 100 percent.	

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetAds

List of Ads From 'Vkontakte'.

Description

Provide to get a list of advertisements from the advertising office 'Vkontakte'.

Usage

```
vkGetAds(account_id = NULL, client_id = NULL, include_deleted =
    TRUE, campaign_ids = "null", ad_ids = "null",
    status_names = TRUE, api_version = NULL, access_token
    = NULL)
```

Arguments

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.	
client_id	Client identifier from which advertisements are requested. Available and re- quired for advertising agencies.	
include_deleted		
	Boolean TRUE or FALSE, flag, specifying the need to display archived ads.	
campaign_ids	Numeric vector, filter by advertising campaigns.	
ad_ids	Numeric vector, ad filter.	
access_token	API access token, obtained using the functions vkAuth or vkGetToken.	
api_version	Vkontakte API version.	
status_names	If TRUE you get status names, in FALSE status Ids.	

Details

If campaign_ids and ad_ids filters are enabled at the same time, the following ads will be displayed: 1. If the ad id is specified in ad_ids, then it is displayed. 2. If the ad belongs to an advertising campaign whose id is specified in campaign_ids, then it is displayed. 3. If there is an ad with the id specified in ad_ids and it belongs to a campaign whose id is specified in campaign_ids, then this ad campaign is ignored, i.e. for her, rule 2 does not work.

No more than 2000 ads are output from no more than 2000 campaigns.

vkGetAds

Value

Date frame with the following values:

ad id.		
campaign id.		
name of the announcement.		
ad status.		
ad format.		
ad moderation status.		
total ad limit in rubles. 0 - no limit is set.		
date and time of ad creation.		
the date and time of the last ad change.		
tion		
label about ad age limit.		
t		
ID of the subject or subsection of the subject of the announcement, a list of topics can be obtained using the function vkGetAdCategories.		
Subject ID or sub topic of the ad. Additional topics, a list of topics can be obtained using the function vkGetAdCategories.		
type of payment.		
price per switch in kopecks.		
price per 1000 impressions in kopecks.		
_limit		
limit the number of times this ad is shown per user.		
_limited		
a sign that the number of ad impressions per user is limited.		
advertising platforms where the ad will be displayed. (if ad_format is 1, 0 -		
VKontakte and partner sites, 1 - only VKontakte, (if ad_format is 9) all - all sites, desktop - full version of the site, mobile - mobile site and applications.)		
1 - the ad is a video ad.		

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetAdsLayout

Description

Allows you to get a list of advertisements and a description of their appearance from the advertising office 'Vkontakte'.

Usage

```
vkGetAdsLayout(account_id = NULL, client_id = NULL, include_deleted =
    TRUE, campaign_ids = "null", ad_ids = "null",
    api_version = NULL, status_names = TRUE, access_token
    = NULL)
```

Arguments

account_id	Advertising account ID, a list of all available advertising accounts can be ob- tained using the function vkGetAdAccounts.	
client_id	Client identifier from which advertisements are requested. Available and re- quired for advertising agencies.	
include_deleted		
	Boolean TRUE or FALSE, flag, specifying whether to display archived ads.	
campaign_ids	Numeric vector, filter by advertising campaigns.	
ad_ids	Numeric vector, ad filter.	
status_names	Numeric vector, filter by advertising campaigns.	
api_version	Vkontakte API version.	

Details

If campaign_ids and ad_ids filters are enabled at the same time, the following ads will be displayed: 1. If the ad id is specified in ad_ids, then it is displayed. 2. If the ad belongs to an advertising campaign whose id is specified in campaign_ids, then it is displayed. 3. If there is an ad with the id specified in ad_ids and it belongs to a campaign whose id is specified in campaign_ids, then this ad campaign is ignored, i.e. for her, rule 2 does not work.

No more than 2000 ads are output from no more than 2000 campaigns.

The function is based on the API method ads.getAdsLayout, you can find out all the details of its work at https://vk.com/dev/ads.getAdsLayout.

Value

Data frame with next values:

1.i	d	ad id.
2. c	ampaign_id	campaign id.
3.a	d_format	ad format.
4. c	ost_type	type of payment.
5.v	ideo	1 - the ad is a video ad.
6.t	itle	ad title.
7.d	escription	description of the advertisement.
8.1	ink_url	link to the advertised object.
9.1	ink_domain	domain of the advertised site
10.preview_link		
		link by clicking on which you can view the advertisement as it looks on the site.
		The link is available for 30 minutes after the vkGetAdsLayout function.

11. image_src ad image url.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetAdStatistics Statistics of advertising in 'VKontakte'.

Description

returns performance statistics for advertisements, campaigns, customers, or the entire account.

Usage

account_id	The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.	
ids_type	The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.	
ids	Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.	
period	The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.	
date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.	
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.	
access_token	API access token, obtained using the functions vkAuth or vkGetToken	
api_version	Vkontakte API version.	

Value

Date frame with advertising statistics with the following values:

1.id	id of the object from the ids argument.		
2. day	(if the period is equal to day) day in the format YYYY-MM-DD.		
3. month	(if period is equal to month) - day in the format YYYY-MM.		
4. day_from	(if period is overall) the start date of the reporting period.		
5.day_to	(if period is overall) end date of the reporting period.		
6.type	object type from the ids_type parameter.		
7. spent	money spent.		
8. impressions	number of views.		
9. clicks	number of unique visitors.		
10. reach	(if ids_type is ad or campaign and period is equal to day or month) - coverage.		
11. video_views			
	(if ids_type is ad) - video views (for video ads).		
12. video_views_	_half		
	(if ids_type is ad) - half the video views (for video ads)		
13. video_views_full			
	(if ids_type is ad) - views of the whole video (for video ads).		
14. video_clicks_site			
	(if ids_type is equal to ad) - transitions to the advertiser's website from video ads (for video ads).		
15. join_rate	(if ids_type is ad or campaign) - group membership, event, subscriptions to a public page or application settings (only if the ad contains a direct link to the corresponding VK page).		
16. lead_form_sends			
	ount of sended lead forms from your ads.		

vkGetAdStatistics

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,</pre>
                 app_secret = "H2Pk8htyFD8024mZaPHm")
# 1.Get a static message on advertising
# campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)</pre>
## 1.2. We get statistics on advertising campaigns
vk_stat_by_campaign <- vkGetAdStatistics(account_id = 1,</pre>
                                           ids_type = "campaign",
                                           ids = camp$id ,
                                           period = "day",
                                           date_from = "2010-01-01",
                                           date_to = "2017-09-10",
                                           access_token = my_tok$access_token)
# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)</pre>
## 2.2. Get ad statistics
vk_stat_by_ads <- vkGetAdStatistics(account_id = 1,</pre>
                                     ids_type = "ad",
                                     ids = ads$id ,
                                     period = "month",
                                     date_from = "2010-01-01",
                                     date_to = "2017-09-10",
                                     access_token = my_tok$access_token)
# 3.Receive the general static of the advertising cabinet, in this example
# it is assumed that the id of the advertising cabinet is 1
vk_stat_by_account <- vkGetAdStatistics(account_id = 1,</pre>
                                         ids_type = "office",
                                         ids = 1,
                                         period = "overall",
                                         date_from = "2010-01-01",
                                         date_to = "2017-09-10",
                                         access_token = my_tok$access_token)
```

End(Not run)

vkGetDbCities City Dictionary.

Description

Returns a list of cities and countries.

Usage

Arguments

country_id	country identifier obtained using the vkGetDbCountries function.	
region_id	identifier of the region whose city you want to receive. (this parameter is optional.	
q	search query string. For example, "Saint". The maximum string length is 15 characters.	
need_all	Boolean TRUE or FALSE, flag — return a list of all countries.	
access_token	API access token, obtained using the functions vkAuth or vkGetToken	
api_version	Vkontakte API version.	

Details

the q parameter is not specified, then a list of the largest cities in the given country will be returned. If the q parameter is specified, a list of cities that are relevant to the search query will be returned.

Value

Date frame with community statistics with the following values:

cid	country id.
title	country name.
important	mark key cities for the current user.
area	area.
region	region.

Author(s)

Alexey Seleznev

vkGetDbCountries

Examples

End(Not run)

vkGetDbCountries Country Dictionary.

Description

Get list of countries.

Usage

Arguments

need_all	Boolean TRUE or FALSE, flag — return a list of all countries.	
code	Text vector, two-letter codes of countries in ISO 3166-1 alpha-2, for which you need to give information. Example c ("RU", "UA", "BY"), a list of all codes can be viewed at the link - https://vk.com/dev/country_codes.	
access_token	API access token, obtained using the functions vkAuth or vkGetToken	
api_version	Vkontakte API version for send rquest.	

Details

If the need_all and code parameters are not specified, then a short list of countries located closest to the current user's country is returned. If the need_all parameter is specified, a list of all countries will be returned. If the code parameter is specified, only countries with the listed ISO 3166-1 alpha-2 codes will be returned. A list of all country codes can be obtained at the link - https://vk.com/dev/country_codes

Value

Date frame with community statistics with the following values:

1.	cid	country id.
2.	title	country name.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetDbRegions Regions list.

Description

Get regions dictionary.

Usage

Arguments

country_id	country identifier obtained using the vkGetDbCountries function.
q	search query string. For example, Len. The maximum string length is 15 characters.
access_token	API access token, obtained using the functions vkAuth or vkGetToken.
api_version	Vkontakte API version for send rquest.

Details

If the q parameter is not specified, then a list of all regions in the given country will be returned. If the q parameter is specified, a list of regions that are relevant to the search query will be returned.

vkGetGroupStat

Value

Data frame contains community statistics with the following values:

1.	region_id	region identifier.
2.	title	name of the region.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStat	Statistics on visiting the community in 'Vkontakte'.	
----------------	--	--

Description

Load data from the 'Vkontakte' communities by the number of views, subscriptions, replies and community visitors by date.

Usage

Arguments

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Value

Date frame with community statistics with the following values:

- 1. day date for which statistics is given.
- 2. views number of views.
- 3. visitors number of unique visitors.
- 4. total_reach full coverage.
- 5. subscribers_reach subscribers reach.
- 6. subscribed number of new subscribers.
- 7. unsubscribed
 - number of unsubscribed.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStatAge Community Statistics by User Age Bucket

Description

Load data about community visitors by age group (12-18, 18-21, 21-24, 24-27, 27-30, 30-35, 35-45, 45-100) on dates.

Usage

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date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Value

Date frame with statistics on community visitors with the following values:

1.Date	the date for which statistics are given.
2. Visitors	number of unique visitors.
3. AgeGroup	age interval.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStatCity Statistics of the Vkontakte community visitors by cities.

Description

The function vkGetGroupStatCity allows you to get data about the city of community visitors by date.

Usage

date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Value

Date frame with statistics on community visitors with the following values:

Date	date for which statistics is given.
Visitors	number of unique visitors.
CityID	city identifier or "other" for the "other cities" section.
CityName	city name.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStatCountries

Statistics of The Vkontakte Community Visitors By Country.

Description

Allows you to get data about the city of community visitors by date.

Usage

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date_from	The start date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Value

Date frame with statistics on community visitors with the following values:

Date	date for which statistics is given.
Visitors	number of unique visitors.
CountryID	country identifier
CountryCode	two-letter country code (for example, "RU").
CountryName	country name.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStatGender Loading data by gender of the community visitors

Description

Allows you to download data on the gender of community visitors by date.

Usage

date_from	The start date of the displayed statistics in the format YYYY-MM-DD.
date_to	End date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Value

Date frame with statistics on community visitors with the following values:

1.Date	the date for which statistics are given.
2. Visitors	number of unique visitors.
3.Gender	gender ("m" is male, "f" is female).

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStatGenderAge

Statistics on Age Groups And Gender of The 'VKontakte' Community.

Description

Provide to load to download statistics on the sex and age group of community visitors by date.

Usage

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date_from	The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to	The end date of the displayed statistics in the format YYYY-MM-DD.
group_id	Community ID.
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Value

Date frame with statistics on community visitors with the following values:

1. Date	the date for which statistics are given.
2. Visitors	number of unique visitors.
3.Gender	gender ("m" is male, "f" is female).
4. AgeGroup	age interval.

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetGroupStatPostReach

```
Statistics of Posts on The Community Wall.
```

Description

Returns statistics for writing to the wall.

Usage

owner_id	community ID - the owner of the entry. Indicated with a minus sign.
post_ids	vector containing record identifiers, please note - statistics data are available only for the 300 latest (most recent) posts on the community wall.
api_version	An optional argument, the API version number to which the request will be executed.
access_token	API access tokens obtained using vkAuth or vkGetToken functions.

Details

Statistics records are currently available only to communities with the number of participants from 5000 and above, as well as official communities.

Please note - statistics data are available only for the latest 300 (most recent) posts on the community wall. Common errors may occur during execution. Their description is on a separate page https://vk.com/dev/errors.

Value

Date frame with the following values:

- 1. reach_viral viral coverage (if recording was promoted with targeted advertising)
- 2. reach_ads advertising reach (if the record was promoted using targeted advertising).
- 3. reach_subscribers

reach subscribers.

- 4. reach_total total coverage.
- 5. links follow the link.
- 6. to_group transitions to the community.
- 7. join_group entry into the community.
- 8. report number of complaints about the record.
- 9. hide number of entries hiding.
- 10. unsubscribe

number of unsubscribe members.

11. post_id post id.

Author(s)

Alexey Seleznev

Examples

Get the list of community messages

End(Not run)

vkGetGroupToken Get the Access Key of Community 'Vkontakte'.

Description

This key allows you to work with the API on behalf of a group, meeting or public page. For example, with its help you can respond to community subscribers to messages received in its address. With the community access key, you can call those methods that have a special mark in the general list (https://vk.com/dev/methods). The vkGetGroupToken function gets the community access key using the Implicit flow scheme (https://vk.com/dev/implicit_flow_group).

Usage

vkGetGroupToken(app_id = 5344605, group_ids = NULL)

Arguments

app_id	The ID of your Vkontakte application, which is located in the "Application ID" field in the application settings.
group_ids	A vector containing the ID of the groups to which you want to get an access code.

Value

Object containing a group access token

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetToken

Description

vkGetToken open web link in browser and generate developer token, which you need for work with vk.com api

Usage

```
vkGetToken(app_id = 5344605)
```

Arguments

app_id Your app id from filed in app page vkontakte.

Value

R object with vk.com token

Author(s)

Alexey Seleznev

Examples

Not run:
Get vk api token
myToken <- vkGetToken(app_id = "1")</pre>

End(Not run)

vkGetUserDialogs Returns The List of Conversations of The Current User or Community.

Description

Return a list of dialogs, or rather the last message from each dialog, in order to get a list of message dialogs, you must pass the community access key received by using the vkGetGroupToken function to the access_token argument, in order to get a list of user dialogs access obtained with vkGetToken

Usage

offset	Integer, offset required to select a specific subset of dialogs.
count	A positive number, the default is 20, the maximum value is 200, the number of conversations you need to receive.
start_message_	id
	A positive number, a message identifier starting from which you want to return a list of conversations. See below for details.
preview_length	A positive number, the number of characters to cut the message. Specify 0 if you do not want to cut the message. (by default, messages are not cropped). Please note that the text is cut off by words, the exact number of characters may not match the specified value.
unread	1 - return only dialogs with unread incoming messages. Default: 0.
important	1 - return dialogs marked "Important" (for community posts).
unanswered	1 - return dialogs marked "Unanswered" (for community messages).
api_version	API access token, obtained using vkAuth or vkGetToken
access_token	API access token, obtained using the functions vkAuth or vkGetToken

Details

If the start_message_id parameter was passed, the position of the dialog in the list will be found, the last message identifier of which is equal to start_message_id (or the closest one to it). Starting from this position, count dialogs will be returned. The offset in this case will be counted from this position (it may be negative).

API method which is used in the function: messages.getDialogs (https://vk.com/dev/messages.getDialogs)

The messages.getDialogs method returns a collection of objects describing private messages. A list of all possible fields for describing personal messages can be found at the link - https://vk.com/dev/objects/message.

Value

Date frame with the following values:

1. id	message identifier (not returned for forwarded messages).
2. date	date the message was sent.
3. out	message type (0 - received, 1 - sent, not returned for forwarded messages).
4.user_id	identifier of the user in the dialogue with which the message is located.
5. read_state	status of the message (0 - not read, 1 - read, not returned for forwarding mes- sages).
6.title	the title of the message or conversation.
7. body	message text.
8. random_id	identifier used when sending a message. Returned for outgoing messages only

Author(s)

Alexey Seleznev

Examples

vkGetUserFriends Frend List in 'Vkontakte'

Description

Returns a list of user friends identifiers and extended information about the user's friends.

Usage

Arguments

user_id	user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
name_case	case for declining the user's first and last name. Possible values: nominative - nom, genitive - gen, dative - dat, accusative - acc, ablative - ins, prepositional - abl. Default nom.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version for send rquest.

Value

Date frame with community statistics with the following values:

1.user_id	user id.
2.first_name	name.
3.last_name	last name
4.gender	sex.
5. nickname	nickname of the user.
6.domain	short page address. Returns a string containing the short address of the page (for example, andrew). If not assigned, it returns "id" + user_id, for example, id35828305.

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7.bdate	date of birth. Returns in the format D.M.YYYY or D.M (if the year of birth is hidden). If the date of birth is hidden entirely, the field is absent in the answer.	
8.city	city id, city name can be obtained using the function vkGetDbCities.	
9. country	country id, country name can be obtained using the function vkGetDbCountries.	
10.photo_50	url of a square photo of a user having a width of 50 pixels. If the user does not have a photo, he returns http://vk.com/images/camera_c.gif.	
11. photo_100	url of a square photo of a user having a width of 100 pixels. If the user doesn't have a photo, he returns http://vk.com/images/camera_b.gif.	
12. photo_200_o	-	
	url of a user photo that has a width of 200 pixels. If the user doesn't have a photo, he returns http://vk.com/images/camera_a.gif.	
13. has_mobile	information about whether the user's mobile phone number is known. Return values: 1 - known, 0 - unknown.	
14. online	information about whether the user is currently online.	
15. can_post	information about whether the current user can post on the wall. Possible values: 1 - can, 0 - can not.	
16. can_see_all		
17	information about whether the current user can see someone else's posts on the wall. Possible values: 1 - can, 0 - can not.	
17.can_write_p	information about whether the current user can send a private message. Possible	
	values: 1 - can, 0 - can not.	
18. status	user status. Returns a string containing the text of the status located in the profile under the user name.	
19.last_seen_t		
date and time of last visit. 20. last_seen_platform		
	the type of platform through which the last entry was made. Possible values: 1 - mobile version, 2 - application for iPhone, 3 - application for iPad, 4 - application for Android, 5 - application for Windows Phone, 6 - application for Windows 10, 7 - full version of the site.	
21. university	university id.	
22. university_	name	
	university name.	
23. faculty	faculty id.	
24. faculty_nam		
	faculty name.	
25. graduation	graduation year.	
26. education_f		
27. education_s	learning form	
27. education_s	status (for example, "Graduate (Specialist)")	
28. relation	marital status of the user. Possible values: 1 - not married / not married, 2 -	
20.101200	have a friend / have a girlfriend, 3 - engaged / engaged, 4 - married / married, 5 - everything is difficult, 6 - in active search, 7 - in love / in love, 8 - in a civil marriage, 0 - not specified.	

Author(s)

Alexey Seleznev

Examples

```
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")
## user list
my_vk_friends <- vkGetUserFriends(user_id = 7437995,
access_token = my_tok$access_token)
```

End(Not run)

vkGetUserGroups List of 'Vkontakte' communities.

Description

Returns the list of communities for the specified user.

Usage

Arguments

user_id	user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
filter	A list of community filters to be returned, separated by commas. The values are admin, editor, moder, groups, publics, events. By default, all user communities are returned. If the admin filter is specified, the communities in which the user is an administrator, editor - administrator or editor, moder - administrator, editor or moderator will be returned.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version for send request.

Value

Date frame with community statistics with the following values:

gid	community id.
name	community name.
screen_name	short address, for example, apiclub.

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is_closed	is the community closed. Possible values: 0 - open, 1 - closed, 2 - private	
type	community type: group - group, page - public page, event - event.	
description	community description text.	
wiki_page	name of the main wiki page.	
members_count	number of members.	
start_date	date of foundation.	
can_post	information about whether the current user can post on the community wall. Possible values: 1 - can, 0 - can not.	
can_see_all_po		
	information about whether it is allowed to see other people's posts on the group wall. Possible values: 1 - can, 0 - can not.	
activity	public page status bar. For groups, a string value is returned, whether the group is open or not, and for events the start date.	
status	community status.	
fixed_post	pinned post ID.	
verified	information about whether the community is verified. Possible values: 1 - can, 0 - can not.	
site	the address of the site from the "web site" field in the community description.	
can_create_topic		
	information on whether the current user can create a new discussion in the group. Possible values: 1 - can, 0 - can not.	
photo	URL of the main photo with a size of 50x50px.	
photo_medium	URL of the main photo with a size of 100x100px.	
photo_big	The URL of the main photo in the maximum size.	

Author(s)

Alexey Seleznev

Examples

End(Not run)

vkGetUserWall

Description

Return posts list from userwall 'Vkontakte'.

Usage

Arguments

user_id	user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
domain	short address of user or community.
filter	determines what types of posts on the wall should be received. Possible values: suggests — suggested entries on the community wall, postponed — deferred entries, owner — owner wall entries, others — not wall owner entries, all — all entries on the wall (owner + others), Default: all.
access_token	API access token, obtained using the functions vkAuth or vkGetToken
api_version	Vkontakte API version for send request.

Value

Date frame with the following values:

1. id	record ID.
2.from_id	identifier of the post author.
3. to_id	identifier of the owner of the wall on which the entry is placed.
4. date	post publication time
5.post_type	record type, can be one of the following values: post, copy, reply, postpone, suggest.
6.text	text entry.
7. can_delete	information about whether the current user can delete a post $(1 - maybe, 0 - cannot)$.
8. comments_count	
	number of comments.
9.likes_count	the number of users who liked the post.
10. reposts_count	
	number of users who copied the record.
11. attachment_type	
	type of media attachment of the record (photos, links, etc.)

vkGetUserWall

Author(s)

Alexey Seleznev

Examples

End(Not run)

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