

# Package ‘ryandexdirect’

July 23, 2025

**Type** Package

**Title** Load Data From 'Yandex Direct'

**Version** 3.6.2

**Description** Load data from 'Yandex Direct' API V5  
<<https://yandex.ru/dev/direct/doc/dg/concepts/about-docpage>> into R.  
Provide function for load lists of campaigns, ads, keywords and other  
objects from 'Yandex Direct' account. Also you can load statistic from  
API 'Reports Service' <<https://yandex.ru/dev/direct/doc/reports/reports-docpage>>.  
And allows keyword bids management.

**License** GPL-2

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**Depends** R (>= 3.5.0)

**BugReports** <https://github.com/selesnow/ryandexdirect/issues>

**URL** <https://selesnow.github.io/ryandexdirect/>,  
<https://t.me/R4marketing>,  
<https://www.youtube.com/playlist?list=PLD2LDq8edf4oUo0L9Kw77ZXf0KcV1hu67>

**Imports** utils, httr, bitops, jsonlite, xml2, data.table, readr,  
magrittr, dplyr, tidyr (>= 1.0.0), purrr, stringr

**Suggests** knitr, rmarkdown, kableExtra, googleAnalyticsR

**Encoding** UTF-8

**Language** ru

**VignetteBuilder** knitr

**NeedsCompilation** no

**Repository** CRAN

**Date/Publication** 2023-03-17 12:30:02 UTC

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---

ryandexdirect-package *Load Data From 'Yandex Direct'*

---

## Description

Load data from 'Yandex Direct' API V5 <<https://yandex.ru/dev/direct/doc/dg/concepts/about-docpage>> into R. Provide function for load lists of campaigns, ads, keywords and other objects from 'Yandex Direct' account. Also you can load statistic from API 'Reports Service' <<https://yandex.ru/dev/direct/doc/reports/reports-docpage>>. And allows keyword bids management.

**Details**

The DESCRIPTION file:

```
Package:      ryandexdirect
Type:        Package
Title:       Load Data From 'Yandex Direct'
Version:     3.6.2
Description: Load data from 'Yandex Direct' API V5 <https://yandex.ru/dev/direct/doc/dg/concepts/about-docpage> int
License:     GPL-2
Authors@R:   c(person(given = "Alexey", family = "Seleznev", role = c("aut", "cre"), email = "selesnow@gmail.com", co
Author:      Alexey Seleznev [aut, cre] (<https://orcid.org/0000-0003-0410-7385>)
Maintainer:  Alexey Seleznev <selesnow@gmail.com>
Depends:     R (>= 3.5.0)
BugReports:  https://github.com/selesnow/ryandexdirect/issues
URL:         https://selesnow.github.io/ryandexdirect/, https://t.me/R4marketing, https://www.youtube.com/playlist?list=
Imports:     utils, httr, bitops, jsonlite, xml2, data.table, readr, magrittr, dplyr, tidyr (>= 1.0.0), purrr, stringr
Suggests:    knitr, rmarkdown, kableExtra, googleAnalyticsR
Encoding:    UTF-8
Language:    ru
VignetteBuilder: knitr
```

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ryandexdirect-deprecated

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|                          |                                  |
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### Author(s)

Alexey Seleznev [aut, cre] (<<https://orcid.org/0000-0003-0410-7385>>)

Maintainer: Alexey Seleznev <selesnow@gmail.com>

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ryandexdirect-deprecated

*Deprecated functions in ryandexdirect*

---

### Description

List of deprecated functions and their new versions.

### Deprecated fnctions

Next function is deprecated:

yadirGetCampaignList() use [yadirGetCampaign\(\)](#), from september 2019

yadirGetCampaignListOld() use [yadirGetCampaign\(\)](#), from april 2019

yadirGetLogsData() use [rym\\_get\\_logs\(\)](#), from april 2019

yadirGetMetrikaGAData() use [rym\\_get\\_ga\(\)](#), from april 2019

yadirGetSummaryStat() use [yadirGetReport\(\)](#), from march 2017

---

yadirAuth*Authentication in 'Yandex Direct' API*

---

**Description**

Get API Token for 'Yandex Direct' account

**Usage**

```
yadirAuth(Login = getOption("ryandexdirect.user"),
          NewUser = FALSE,
          TokenPath = yadirTokenPath())
```

**Arguments**

|           |                                                      |
|-----------|------------------------------------------------------|
| Login     | character, your login at Yandex, require             |
| NewUser   | logical, use TRUE if you want login into new account |
| TokenPath | Path to directory where you save credential data     |

**Value**

R object with api token

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
library(ryandexdirect)
yadirAuth(Login = "login", NewUser = TRUE,
          TokenPath = tempdir())

## End(Not run)
```

---

|                    |                       |
|--------------------|-----------------------|
| yadirCurrencyRates | <i>Get currencies</i> |
|--------------------|-----------------------|

---

### Description

Exchange rates, currency parameters and restrictions.

### Usage

```
yadirCurrencyRates(
  Login = getOption("ryandexdirect.user"),
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  Token = NULL,
  TokenPath = yadirTokenPath())
```

### Arguments

|               |                                                                                                          |
|---------------|----------------------------------------------------------------------------------------------------------|
| Login         | Your Yandex Login                                                                                        |
| AgencyAccount | Your agency account login, if you get statistic from client account                                      |
| TokenPath     | Path to directory where you save credential data                                                         |
| Token         | character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth |

### Value

data frame with campaigns names and parameters

### Author(s)

Alexey Seleznev

### Examples

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# from storage tokrn
library(ryandexdirect)
cur <- yadirCurrencyRates(Login = "login" ,
  TokenPath = tempdir())

# from auth object

aut <- yadirAuth(Login = "login", NewUser = TRUE,
  TokenPath = tempdir())
cur2 <- yadirCurrencyRates(Login = "login" ,
  Token = aut)

## End(Not run)
```

---

|                  |                          |
|------------------|--------------------------|
| yadirGetAdGroups | <i>Get AdGroups List</i> |
|------------------|--------------------------|

---

**Description**

Returns parameters of adgroups that meet specified criteria.

**Usage**

```
yadirGetAdGroups(CampaignIds = NULL,
                  Ids          = NA,
                  Types        = c("TEXT_AD_GROUP",
                                   "MOBILE_APP_AD_GROUP",
                                   "DYNAMIC_TEXT_AD_GROUP",
                                   "CPM_BANNER_AD_GROUP",
                                   "CPM_VIDEO_AD_GROUP",
                                   "SMART_AD_GROUP"),
                  Statuses     = c("ACCEPTED",
                                   "DRAFT",
                                   "MODERATION",
                                   "PREACCEPTED",
                                   "REJECTED"),
                  Login         = getOption("ryandexdirect.user"),
                  AgencyAccount = getOption("ryandexdirect.agency_account"),
                  Token         = NULL,
                  TokenPath     = yadirTokenPath())
```

**Arguments**

|               |                                                                     |
|---------------|---------------------------------------------------------------------|
| CampaignIds   | character vector with yandex direct campaign ID, require            |
| Ids           | character vector with yandex direct adgroup ID                      |
| Types         | character vector with adgroup types states                          |
| Statuses      | character vector with adgroup types statuses                        |
| Login         | character, your login at Yandex, require                            |
| Token         | character, your Yandex Direct API Token, require                    |
| AgencyAccount | Your agency account login, if you get statistic from client account |
| TokenPath     | Path to directory where you save credential data                    |

**Value**

data frame with adgroups names and parameters

**Author(s)**

Alexey Seleznev

## Examples

```
## Not run:
#For get adgroups data frame
# Get data from clients account
my_ad_group <- yadirGetAdGroups(Login = "login")

# Get data from agency account
### !!!Please choose another TokenPath to save the Login permanently.
my_ad_group <- yadirGetAdGroups(Login      = "client_login",
                                AgencyAccount = "agency_login",
                                TokenPath    = tempdir())

## End(Not run)
```

---

yadirGetAds

*Get Ads List From 'Yandex Direct' account*


---

## Description

Returns the parameters of ads that match the specified criteria.

## Usage

```
yadirGetAds(CampaignIds = NULL,
            AdGroupIds   = NA,
            Ids           = NA,
            Types         = c("TEXT_AD", "MOBILE_APP_AD", "DYNAMIC_TEXT_AD",
                              "IMAGE_AD", "CPC_VIDEO_AD", "CPM_BANNER_AD",
                              "CPM_VIDEO_AD", "SMART_AD"),
            States        = c("OFF", "ON", "SUSPENDED", "OFF_BY_MONITORING", "ARCHIVED"),
            Login         = getOption("ryandexdirect.user"),
            Token         = NULL,
            AgencyAccount = getOption("ryandexdirect.agency_account"),
            TokenPath     = yadirTokenPath())
```

## Arguments

|               |                                                                                                                                        |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------|
| CampaignIds   | character vector with yandex direct campaign ID, require                                                                               |
| AdGroupIds    | character vector with yandex direct adgroup ID                                                                                         |
| Ids           | character vector with yandex direct ad ID                                                                                              |
| Types         | character vector, types of ads: TEXT_AD, MOBILE_APP_AD, DYNAMIC_TEXT_AD, IMAGE_AD, CPC_VIDEO_AD, CPM_BANNER_AD, CPM_VIDEO_AD, SMART_AD |
| States        | character vector with ad states                                                                                                        |
| Login         | character, your login at Yandex, require                                                                                               |
| Token         | character, your Yandex Direct API Token, require                                                                                       |
| AgencyAccount | Your agency account login, if you get statistic from client account                                                                    |
| TokenPath     | Path to directory where you save credential data                                                                                       |

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
#For get ads data frame
# Get ads from client account
aut <- yadirAuth(Login = "login", NewUser = TRUE,
                 TokenPath = tempdir())
my_ads <- yadirGetAds(Login = "login",
                     Token = aut)

# Get data from agency account
aut <- yadirAuth(Login = "agency_login", NewUser = TRUE,
                 TokenPath = tempdir())

my_ads <- yadirGetAds(Login = "client_login",
                     AgencyAccount = "agency_login",
                     Token = aut)

## End(Not run)
```

yadirGetBalance

*Get 'Yandex Direct' account balance***Description**

Returns settings for shared accounts.

**Usage**

```
yadirGetBalance(Logins      = getOption("ryandexdirect.user"),
                 Token       = NULL,
                 AgencyAccount = getOption("ryandexdirect.agency_account"),
                 TokenPath    = yadirTokenPath())
```

**Arguments**

|               |                                                                     |
|---------------|---------------------------------------------------------------------|
| Logins        | character vector, your logins at Yandex Direct, require             |
| Token         | character, your Yandex Direct API Token, require                    |
| AgencyAccount | Your agency account login, if you get statistic from client account |
| TokenPath     | Path to directory where you save credential data                    |

**Value**

Data frame

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
aut <- yadirAuth(Login = "login", NewUser = TRUE,
  TokenPath = tempdir())
#For get accounts from client account use
my_balance <- yadirGetBalance(Logins = "login",
  Token = aut)

#For get accounts from agency account use
library(ryandexdirect)
aut <- yadirAuth(Login = "agency_login", NewUser = TRUE,
  TokenPath = tempdir())
client <- yadirGetClientList(Token = aut)
client_balance <- yadirGetBalance(Logins = client$Login,
  AgencyAccount = "agency_login",
  Token = aut)

## End(Not run)
```

---

yadirGetCampaign

*Get Campaigns List*


---

**Description**

Returns the parameters of campaigns that meet the specified criteria.

**Usage**

```
yadirGetCampaignList(Logins = getOption("ryandexdirect.user"),
  States = c("OFF", "ON", "SUSPENDED",
    "ENDED", "CONVERTED", "ARCHIVED"), Types =
  c("TEXT_CAMPAIGN", "MOBILE_APP_CAMPAIGN",
    "DYNAMIC_TEXT_CAMPAIGN", "CPM_BANNER_CAMPAIGN"),
  Statuses = c("ACCEPTED", "DRAFT", "MODERATION",
    "REJECTED"), StatusesPayment = c("DISALLOWED",
    "ALLOWED"), Token = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath = yadirTokenPath())
```

```

yadirGetCampaign(Logins = getOption("ryandexdirect.user"),
  States = c("OFF", "ON", "SUSPENDED",
    "ENDED", "CONVERTED", "ARCHIVED"), Types =
c("TEXT_CAMPAIGN", "MOBILE_APP_CAMPAIGN", "DYNAMIC_TEXT_CAMPAIGN",
  "CPM_BANNER_CAMPAIGN", "SMART_CAMPAIGN"),
  Statuses = c("ACCEPTED", "DRAFT", "MODERATION",
    "REJECTED"), StatusesPayment = c("DISALLOWED",
    "ALLOWED"), Token = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath = yadirTokenPath())

```

### Arguments

|                 |                                                                                                                        |
|-----------------|------------------------------------------------------------------------------------------------------------------------|
| Logins          | Your Yandex Login                                                                                                      |
| AgencyAccount   | Your agency account login, if you get statistic from client account                                                    |
| TokenPath       | Path to directory where you save credential data                                                                       |
| Token           | character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth               |
| States          | character vector, filter by campaign states, for example c("OFF", "ON", "SUSPENDED", "ENDED", "CONVERTED", "ARCHIVED") |
| Types           | character vector with campaign types, example c("TEXT_CAMPAIGN", "MOBILE_APP_CAMPAIGN", "DYNAMIC_TEXT_CAMPAIGN")       |
| Statuses        | character vector, filter campaign list by status, for example c("ACCEPTED", "DRAFT", "MODERATION", "REJECTED")         |
| StatusesPayment | character vector, filter campaign list by payment status, for example c("DISALLOWED", "ALLOWED")                       |

### Value

data frame with campaigns names and parameters

### Author(s)

Alexey Seleznev

### Examples

```

## Not run:
### Please choose another TokenPath to save the Login permanently.
#Get data from client accounts
my_ad_group <- yadirGetCampaign(Login = "login",
  TokenPath = tempdir())

#Get data from agency account
# Auth
aut <- yadirAuth(Login = "agency_login",
  NewUser = TRUE,

```

```

TokenPath = tempdir()

# Load Ad Group List
my_ad_group <- yadirGetCampaign(Login = "client_login",
                                Token = aut,
                                TokenPath = tempdir())

## End(Not run)

```

---

yadirGetClientList      *Get Client List From Agency Account*

---

## Description

Returns a list of advertisers - agency clients, their parameters and settings of the main representatives of the advertiser.

## Usage

```

yadirGetClientList(
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  Token         = NULL,
  TokenPath     = yadirTokenPath())

```

## Arguments

|               |                                                                                                          |
|---------------|----------------------------------------------------------------------------------------------------------|
| AgencyAccount | Your agency account login, if you get statistic from client account                                      |
| TokenPath     | Path to directory where you save credential data                                                         |
| Token         | character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth |

## Value

data frame with client list

## Author(s)

Alexey Seleznev

## Examples

```

## Not run:
### Please choose another TokenPath to save the Login permanently.
my_client <- yadirGetClientList(AgencyAccount = "agency_login",
                                TokenPath = tempdir())

## End(Not run)

```

---

yadirGetClientParam     *Get params list from 'Yandex Direct' agency clients*


---

## Description

Returns the parameters of the advertiser and the settings of the user - the representative of the advertiser or the parameters of the agency and the settings of the user - the representative of the agency.

## Usage

```
yadirGetClientParam(Language = "ru",
                    Logins = getOption("ryandexdirect.user"),
                    Token = NULL,
                    AgencyAccount = getOption("ryandexdirect.agency_account"),
                    TokenPath      = yadirTokenPath())
```

## Arguments

|               |                                                                                                          |
|---------------|----------------------------------------------------------------------------------------------------------|
| Logins        | Character vector of yandex logins                                                                        |
| AgencyAccount | Your agency account login, if you get statistic from client account                                      |
| TokenPath     | Path to directory where you save credential data                                                         |
| Token         | character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth |
| Language      | Answer language one of en, ru, tr, uk                                                                    |

## Value

data frame with campaigns names and parameters

## Author(s)

Alexey Seleznev

## Examples

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
#Get client param from agency account
client_param <- yadirGetClientParam(AgencyAccount = "agency_login",
                                   TokenPath      = tempdir())

## End(Not run)
```

---

yadirGetCostData

Loading Cost Data for Upload to Google Analytics

---

### Description

Get data on expenses, impressions and clicks on advertising campaigns, keywords and ads for further loading into 'Google Analytics' source.

### Usage

```
yadirGetCostData(
    DateFrom = Sys.Date() - 31,
    DateTo = Sys.Date() - 1,
    Source = 'yandex',
    Medium = 'cpc',
    IncludeVAT = "YES",
    IncludeDiscount = "NO",
    Login = getOption("ryandexdirect.user"),
    AgencyAccount = getOption("ryandexdirect.agency_account"),
    FetchBy = NULL,
    Token = NULL,
    TokenPath = yadirTokenPath())
```

### Arguments

|                 |                                                                                                                                                 |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| DateFrom        | If your select CUSTOM_DATE in DateRangeType you must enter start date in this argument in YYYY-MM-DD format else you can not used this argument |
| DateTo          | If your select CUSTOM_DATE in DateRangeType you must enter end date in this argument in YYYY-MM-DD format else you can not used this argument   |
| Source          | Character, UTM source                                                                                                                           |
| Medium          | Character, UTM medium                                                                                                                           |
| IncludeVAT      | Include or exclude VAT, one of "NO" or "YES"                                                                                                    |
| IncludeDiscount | Include or exclude Discount, one of "NO" or "YES"                                                                                               |
| Login           | Your Yandex Login                                                                                                                               |
| AgencyAccount   | Your agency account login, if you get statistic from client account                                                                             |
| FetchBy         | Split the query by date range. Allowed values: "DAY", "WEEK", "MONTH", "QUARTER", "YEAR".                                                       |
| TokenPath       | Path to directory where you save credential data                                                                                                |
| Token           | character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth                                        |

### Value

Data frame with cost data

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
###
# Use googleAnalyticsR for upload data into Google Analytics
library(googleAnalyticsR)

# load cost data
cost_data <- yadirGetCostData(DateFrom = "2020-05-10",
                             DateTo = '2020-05-14')

# upload into GA source
ga_custom_upload_file(accountId      = xxxx,
                      webPropertyId  = "UA-xxxx-1",
                      customDataSourceId = 'abcdefg',
                      cost_data)

## End(Not run)
```

---

|                    |                                            |
|--------------------|--------------------------------------------|
| yadirGetDictionary | <i>Get Dictionary from 'Yandex Direct'</i> |
|--------------------|--------------------------------------------|

---

**Description**

Returns reference data: regions, time zones, exchange rates, list of metro stations, restrictions on parameter values, external networks (SSP), Crypt segments for targeting by user profile, etc.

**Usage**

```
yadirGetDictionary(DictionaryName = "GeoRegions",
                   Language       = "ru",
                   Login          = getOption("ryandexdirect.user"),
                   Token          = NULL,
                   AgencyAccount = getOption("ryandexdirect.agency_account"),
                   TokenPath     = yadirTokenPath())
```

**Arguments**

|                |                                                                                                                                                                                                          |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DictionaryName | character string with Dictionary name, one of Currencies, MetroStations, GeoRegions, TimeZones, Constants, AdCategories, OperationSystemVersions, ProductivityAssertions, SupplySidePlatforms, Interests |
| Language       | Answer message language, by default "ru", support one of en, ru, tr, uk                                                                                                                                  |
| Login          | Your Yandex Login                                                                                                                                                                                        |

|               |                                                                                                          |
|---------------|----------------------------------------------------------------------------------------------------------|
| AgencyAccount | Your agency account login, if you get statistic from client account                                      |
| TokenPath     | Path to directory where you save credential data                                                         |
| Token         | character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth |

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**References**

For more details go [link](#)

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
geo <- yadirGetDictionary(Login = "login",
                          DictionaryName = "GeoRegions",
                          TokenPath = tempdir())

## End(Not run)
```

---

|                  |                     |
|------------------|---------------------|
| yadirGetForecast | <i>Get Forecast</i> |
|------------------|---------------------|

---

**Description**

Returns a forecast for cost, click and impression

**Usage**

```
yadirGetForecast(Phrases,
                  GeoID      = 0,
                  Currency   = "RUB",
                  AuctionBids = "No",
                  Login       = getOption("ryandexdirect.user"),
                  Token       = NULL,
                  AgencyAccount = getOption("ryandexdirect.agency_account"),
                  TokenPath   = yadirTokenPath())
```

**Arguments**

|               |                                                                                                                                                    |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Phrases       | character vector of key phrases for which you want to get a forecast, require                                                                      |
| GeoID         | character vector, an array of key phrases for which you want to obtain statistics on search queries                                                |
| Currency      | The currency in which click prices and total costs in the report should be expressed. Possible values: RUB, CHF, EUR, KZT, TRY, UAH, USD, BYN.     |
| AuctionBids   | Whether to display trading results in the report (Yes / No)                                                                                        |
| Login         | integer, An array of region identifiers. Allows you to get statistics on search queries made only in the specified regions, see yadirGetDictionary |
| Token         | character, your Yandex Direct API Token, require                                                                                                   |
| AgencyAccount | Your agency account login, if you get statistic from client account                                                                                |
| TokenPath     | Path to directory where you save credential data                                                                                                   |

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
# get forecast
forecast <- yadirGetForecast(c('buy smartphone -xiaomi',
                              'buy samsung'),
                             Login = "selesnow")

## End(Not run)
```

---

|                  |                     |
|------------------|---------------------|
| yadirGetKeyWords | <i>Get Keywords</i> |
|------------------|---------------------|

---

**Description**

Returns the parameters of key phrases or autotargets that match the specified criteria: the values of the placeholder variables, status and status, statistics of impressions and clicks, rates and priorities.

**Usage**

```
yadirGetKeyWords(CampaignIds = NULL, AdGroupIds = NA, Ids = NA, States
                  = c("OFF", "ON", "SUSPENDED"), WithStats = TRUE,
                  Login = getOption("ryandexdirect.user"), Token = NULL,
                  AgencyAccount = getOption("ryandexdirect.agency_account"),
                  TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                                                                  |
|---------------|--------------------------------------------------------------------------------------------------|
| CampaignIds   | character vector with yandex direct campaign ID, require                                         |
| AdGroupIds    | character vector with yandex direct adgroup ID                                                   |
| Ids           | character vector with yandex direct ad ID                                                        |
| States        | character vector with ad states                                                                  |
| WithStats     | logical, if TRUE then load stat by impressions and click but load process will be long durations |
| Login         | character, your login at Yandex, require                                                         |
| Token         | character, your Yandex Direct API Token, require                                                 |
| AgencyAccount | Your agency account login, if you get statistic from client account                              |
| TokenPath     | Path to directory where you save credential data                                                 |

**Value**

data frame with campaigns names and parameters

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:

# get data from agency account
### Please choose another TokenPath to save the Login permanently.
my_keywords <- yadirGetKeyWords(Login = "client_login",
                                AgencyAccount = "agency_login",
                                TokenPath      = tempdir())

## End(Not run)
```

---

yadirGetKeyWordsBids    *Get KeyWords Bids*

---

**Description**

Returns bids and priorities for key phrases and auto-targeting that meet specified criteria, as well as bidding data: bids and write-off prices for different traffic volumes on a search and bids to reach different audience shares in networks.

**Usage**

```
yadirGetKeyWordsBids(  
  KeywordIds    = NULL,  
  AdGroupIds    = NULL,  
  CampaignIds   = NULL,  
  AuctionBids   = c(NA,  
                    "search",  
                    "network"),  
  Login         = getOption("ryandexdirect.user"),  
  Token         = NULL,  
  AgencyAccount = getOption("ryandexdirect.agency_account"),  
  TokenPath     = yadirTokenPath())
```

**Arguments**

|               |                                                                                                                        |
|---------------|------------------------------------------------------------------------------------------------------------------------|
| KeywordIds    | Phrase ID. Specified if you want to update the bid for an individual phrase.                                           |
| AdGroupIds    | Ad Group ID. Specified if you need to update bids for all group phrases.                                               |
| CampaignIds   | Campaign ID. Specified if you need to update bids for all campaign phrases.                                            |
| AuctionBids   | Data on auctions, specify information about which auctions you are requesting. The values are: NA, "search", "network" |
| Login         | Your Yandex Login                                                                                                      |
| AgencyAccount | Your agency account login, if you get statistic from client account                                                    |
| Token         | Your Yandex API Token                                                                                                  |
| TokenPath     | Path to directory where you save credential data                                                                       |

**Details**

Use AuctionBids = "search" when you need traffic volume, bid on the search corresponding to the specified amount of traffi and charged price corresponding to the specified amount of traffic. Use AuctionBids = "search" when you need get frequency of the show (audience share) in networks (specified in percent from 0 to 100) and network bid that matches the frequency shown.

**Value**

Data Frame with keyword bids and auction data

**Author(s)**

Alexey Seleznev

**References**

[Keyword Bids API documentation](#) [Keyword Bids get method API documentation](#)

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
## Only bids for keywords with ids 123, 234, 345
bids <- yadirGetKeyWordsBids(KeywordIds = c(123, 234, 345))

### Get bids with search auction data
search_bids <-
  yadirGetKeyWordsBids(KeywordIds = c(123, 234, 345)
    AuctionBids = "search")

### Get bids with network auction data
network_bids <-
  yadirGetKeyWordsBids(KeywordIds = c(123, 234, 345)
    AuctionBids = "network")

## End(Not run)
```

---

|                |                                    |
|----------------|------------------------------------|
| yadirGetLogins | <i>Get Login List or Set Login</i> |
|----------------|------------------------------------|

---

**Description**

Get and set List of accessed yandex direct login from token path.

**Usage**

```
yadirGetLogins(TokenPath = yadirTokenPath(), SetLogin = TRUE)
```

**Arguments**

|           |                                                  |
|-----------|--------------------------------------------------|
| TokenPath | Path to directory where you save credential data |
| SetLogin  | Boolean, if TRUE you will choose default login   |

**Value**

vector with logins

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
logins <- yadirGetLogins()

## End(Not run)
```

yadirGetReport

*Get Report From 'Yandex Direct Report Service'***Description**

The 'Service Report' is designed to get statistics on the advertiser's account. You must set period, choose report type and needed fields, and get statistic.

**Usage**

```
yadirGetReport(ReportType = "CUSTOM_REPORT", DateRangeType =
  "CUSTOM_DATE", DateFrom = Sys.Date() - 31,
  DateTo = Sys.Date() - 1,
  FieldNames = c("CampaignName", "Impressions",
  "Clicks", "Cost"), FilterList = NULL, Goals = NULL,
  AttributionModels = NULL, IncludeVAT = "YES",
  IncludeDiscount = "NO", Login = getOption("ryandexdirect.user"),
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  FetchBy = NULL, Token = NULL, TokenPath = yadirTokenPath(),
  SkipErrors = TRUE)
```

**Arguments**

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ReportType    | Report level, one from ACCOUNT_PERFORMANCE_REPORT, CAMPAIGN_PERFORMANCE_REPORT, ADGROUP_PERFORMANCE_REPORT, AD_PERFORMANCE_REPORT, CRITERIA_PERFORMANCE_REPORT, CUSTOM_REPORT, SEARCH_QUERY_PERFORMANCE_REPORT. For detail go <a href="https://tech.yandex.ru/direct/doc/reports/type-docpage/">https://tech.yandex.ru/direct/doc/reports/type-docpage/</a>                                                                                   |
| DateRangeType | Reporting period, one from TODAY, YESTERDAY, LAST_3_DAYS, LAST_5_DAYS, LAST_7_DAYS, LAST_14_DAYS, LAST_30_DAYS, LAST_90_DAYS, LAST_365_DAYS, THIS_WEEK_MON_TODAY, THIS_WEEK_SUN_TODAY, LAST_WEEK, LAST_BUSINESS_WEEK, LAST_WEEK_SUN_SAT, THIS_MONTH, LAST_MONTH, ALL_TIME, CUSTOM_DATE, AUTO. For detail go <a href="https://tech.yandex.ru/direct/doc/reports/period-docpage/">https://tech.yandex.ru/direct/doc/reports/period-docpage/</a> |
| DateFrom      | If your select CUSTOM_DATE in DateRangeType you must enter start date in this argument in YYYY-MM-DD format else you can not used this argument                                                                                                                                                                                                                                                                                               |
| DateTo        | If your select CUSTOM_DATE in DateRangeType you must enter end date in this argument in YYYY-MM-DD format else you can not used this argument                                                                                                                                                                                                                                                                                                 |
| FieldNames    | Character vector with field names list, for example c("Date", "CampaignName", "Impressions", "Clicks"), for more details go <a href="https://yandex.ru/dev/direct/doc/reports/fields-list-docpage">https://yandex.ru/dev/direct/doc/reports/fields-list-docpage</a>                                                                                                                                                                           |
| FilterList    | Character vector with rows filters, for example c("Clicks GREATER_THAN 99", "Impressions LESS_THAN 1000"), for more details go <a href="https://tech.yandex.ru/direct/doc/reports/filter-docpage/">https://tech.yandex.ru/direct/doc/reports/filter-docpage/</a>                                                                                                                                                                              |
| Goals         | integer vector, id of the Yandex.Metric goals for which you want to get statistics. No more than 10 elements in the array. For example c(182453, 182452, 23458860).                                                                                                                                                                                                                                                                           |

**AttributionModels**

Attribution models used in the calculation of data on Yandex.Metrica goals. For example c("LSC", "LC", "FC"), see detail for more information.

**IncludeVAT** Include or exclude VAT, one of "NO" or "YES"

**IncludeDiscount** Include or exclude Discount, one of "NO" or "YES"

**Login** Your Yandex Login

**AgencyAccount** Your agency account login, if you get statistic from client account

**FetchBy** Split the query by date range. Allowed values: "DAY", "WEEK", "MONTH", "QUARTER", "YEAR".

**TokenPath** Path to directory where you save credential data

**Token** character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth

**SkipErrors** Logical, if TRUE function skip all errors of API answer

**Details**

Attribution model is the rule, what transition to consider the source of the visit.

Possible Values:

**FC** The first transition. The source of any visitor visits is his first visit to the site in the last 180 days. This model allows you to track the source of advertising, which first brought the client and thereby influenced all subsequent interactions with the site.

**LC** The last transition. The source of the visit is considered to be a transition, as a result of which the visitor is currently visiting the site, regardless of the history of visits. This model can be used in the technical analysis of the site. To assess the performance of advertising campaigns, use the Last significant transition model.

**LSC** Is the last significant transition. All sources of transitions for the last 90 days are conventionally divided into significant (your ads) and insignificant (transitions from saved pages, internal transitions or direct visits to the site). The source of the visit is considered to be an ad transition. If the visit occurred after an insignificant transition, then its source is considered the last transition on the ad. This model allows you to take into account the conversions that are lost in the model Last transition due to technical limitations on the duration of the visit.

**LYDC** Last click from Yandex.Direct. Of all the recent significant transitions, only Direct is taken into account. If a user at least once went to the site by an ad in Yandex.Direct, then this transition is considered the source of all subsequent visits - until the user clicks on the ad again. This model helps to see all the visits associated with the Directorate, including those that would be attributed to other sources in other attribution models.

The AttributionModels parameter can be specified only if the Goals parameter is specified. If the Goals parameter is specified, and the AttributionModels parameter is not, the default value is LSC.

If several attribution models are specified, the data will be displayed for each model separately.

**Value**

Data frame with the requested fields

**Author(s)**

Alexey Seleznev

**References**[Official docs of 'Service Reports'](#)[What are goals?](#)[What are attribution models?](#)[Docs on ryandexdirect website](#)**See Also**

For get more details see vignett vignette("yandex-direct-get-stat", package = "ryandexdirect")

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# For get Report from client account
statAgency <- yadirGetReport(ReportType = "ACCOUNT_PERFORMANCE_REPORT",
                             DateRangeType = "CUSTOM_DATE",
                             DateFrom = "2018-01-01",
                             DateTo = "2018-05-10",
                             FieldNames = c("AdNetworkType",
                                             "Impressions",
                                             "Clicks",
                                             "Cost"),

                             Goals = c(182453,
                                         182452,
                                         234588),
                             AttributionModels = c("LSC", "LC"),
                             IncludeVAT = "YES",
                             IncludeDiscount = "NO",
                             Login = "client_login",
                             TokenPath = tempdir())

# For get data from agency client account
statAgency <- yadirGetReport(ReportType = "ACCOUNT_PERFORMANCE_REPORT",
                             DateRangeType = "CUSTOM_DATE",
                             DateFrom = "2018-01-01",
                             DateTo = "2018-05-10",
                             FieldNames = c("AdNetworkType",
                                             "Impressions",
                                             "Clicks",
                                             "Cost"),

                             IncludeVAT = "YES",
                             IncludeDiscount = "NO",
                             Login = "client_login",
                             AgencyAccount = "agency_login",
                             TokenPath = tempdir())
```

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

---

|                   |                       |
|-------------------|-----------------------|
| yadirGetSiteLinks | <i>Get Fast Links</i> |
|-------------------|-----------------------|

---

## Description

Returns sets of quick links that meet the specified criteria.

## Usage

```
yadirGetSiteLinks(
  Login = getOption("ryandexdirect.user"),
  Token = NULL,
  Ids    = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath     = yadirTokenPath())
```

## Arguments

|               |                                                                     |
|---------------|---------------------------------------------------------------------|
| Login         | character, your logins at Yandex Direct, require                    |
| Token         | character, your Yandex Direct API Token, require                    |
| Ids           | integer vector, ids of sitelinks sets                               |
| AgencyAccount | Your agency account login, if you get statistic from client account |
| TokenPath     | Path to directory where you save credential data                    |

## Value

data frame with SiteLinks parameters, id, title, href and description

## Author(s)

Alexey Seleznev

## Examples

```
## Not run:
# Recommendation, please choose another TokenPath to save the Login permanently.
sl <- yadirGetSiteLinks(Login      = "your.yandex.login",
  Ids          = c(5276537,
                   8927897239,
                   252627,
                   33123),
  TokenPath    = tempdir())

## End(Not run)
```

---

|               |                                    |
|---------------|------------------------------------|
| yadirGetToken | <i>Auth in 'Yandex Direct' API</i> |
|---------------|------------------------------------|

---

**Description**

Simplified, one-step API authorization.

**Usage**

```
yadirGetToken(Login = NULL, TokenPath = yadirTokenPath())
```

**Arguments**

|           |                                                  |
|-----------|--------------------------------------------------|
| Login     | character, your login at Yandex, require         |
| TokenPath | Path to directory where you save credential data |

**Value**

R object with api token

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
### Please choose another TokenPath to save the Login permanently.  
myToken <- yadirGetToken(TokenPath = tempdir())  
  
## End(Not run)
```

---

|                        |                            |
|------------------------|----------------------------|
| yadirGetWordStatReport | <i>Get WordStat Report</i> |
|------------------------|----------------------------|

---

**Description**

Returns a search query statistics report from 'Wordstat'.

**Usage**

```
yadirGetWordStatReport(
  Phrases,
  GeoID      = 0,
  Login      = getOption("ryandexdirect.user"),
  Token      = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath  = yadirTokenPath())
```

**Arguments**

|               |                                                                                                                                                    |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Phrases       | character vector with yandex direct campaign ID, require                                                                                           |
| GeoID         | character vector, an array of key phrases for which you want to obtain statistics on search queries                                                |
| Login         | integer, An array of region identifiers. Allows you to get statistics on search queries made only in the specified regions, see yadirGetDictionary |
| Token         | character, your Yandex Direct API Token, require                                                                                                   |
| AgencyAccount | Your agency account login, if you get statistic from client account                                                                                |
| TokenPath     | Path to directory where you save credential data                                                                                                   |

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# get wordstat report
wsrep <- yadirGetWordStatReport(
  Phrases = 'samsung smartphone',
  Login = "abekker.ru.2017")

wsrep[['SearchedAlso']]
wsrep[['SearchedWith']]

## End(Not run)
```

---

`yadirSetAgencyAccount` *Set Agency Account*

---

**Description**

Set yandex direct Agency Account in current R session.

**Usage**

```
yadirSetAgencyAccount(AgencyAccount, TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                  |
|---------------|--------------------------------------------------|
| TokenPath     | Path to directory where you save credential data |
| AgencyAccount | Character, username of agency account in Yandex  |

**Value**

TRUE

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
yadirSetAgencyAccount('my_agency')  
  
## End(Not run)
```

---

`yadirSetAutoKeyWordsBids`  
*Auto Set KeyWords Bids*

---

**Description**

Assigns search phrases for phrases depending on the desired volume of traffic or rates in networks depending on the desired frequency of display (audience share).

**Usage**

```

yadirSetAutoKeyWordsBids(
    KeywordIds          = NULL,
    AdGroupIds          = NULL,
    CampaignIds         = NULL,
    TargetTrafficVolume = NULL,
    SearchIncreasePercent = NULL,
    SearchBidCeiling    = NULL,
    TargetCoverage      = NULL,
    NetworkIncreasePercent = NULL,
    NetworkBidCeiling   = NULL,
    Login               = getOption("ryandexdirect.user"),
    Token               = NULL,
    AgencyAccount       = getOption("ryandexdirect.agency_account"),
    TokenPath           = yadirTokenPath())

```

**Arguments**

|                        |                                                                                                                                                                                                                                              |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| KeywordIds             | Phrase ID. Specified if you want to update the bid for an individual phrase.                                                                                                                                                                 |
| AdGroupIds             | Ad Group ID. Specified if you need to update bids for all group phrases.                                                                                                                                                                     |
| CampaignIds            | Campaign ID. Specified if you need to update bids for all campaign phrases.                                                                                                                                                                  |
| TargetTrafficVolume    | The desired amount of traffic on the search. It is specified in percents from 5 to 100. The surcharge is added to the rate corresponding to the selected traffic volume (see the SearchIncreasePercent parameter).                           |
| SearchIncreasePercent  | Percentage of markup on search from 0 to 1000. If not specified, the markup is not calculated.                                                                                                                                               |
| SearchBidCeiling       | Limit on bid on search. Integer. Indicated in the currency of the advertiser.                                                                                                                                                                |
| TargetCoverage         | The desired frequency of display (audience share) in the networks. It is specified in percents from 1 to 100. The surcharge is added to the rate corresponding to the selected display frequency (see the NetworkIncreasePercent parameter). |
| NetworkIncreasePercent | Percentage of markup on network from 0 to 1000. If not specified, the markup is not calculated.                                                                                                                                              |
| NetworkBidCeiling      | Limit on network bid. Integer. Indicated in the currency of the advertiser.                                                                                                                                                                  |
| Login                  | Your Yandex Login                                                                                                                                                                                                                            |
| AgencyAccount          | Your agency account login, if you get statistic from client account                                                                                                                                                                          |
| Token                  | Your Yandex API Token                                                                                                                                                                                                                        |
| TokenPath              | Path to directory where you save credential data                                                                                                                                                                                             |

## Details

Search.

The rate corresponding to the traffic volume  $\text{TargetTrafficVolume} \times (1 + \text{SearchIncreasePercent} / 100)$ , but no more `SearchBidCeiling`.

Over time, the activity of competitors can raise the rate for the desired amount of traffic, and it will exceed the advertiser's rate. The higher the surcharge, the greater the volume of traffic, but the higher the possible costs.

Network.

The rate corresponding to the display frequency  $\text{TargetCoverage} \times (1 + \text{NetworkIncreasePercent} / 100)$ , but no more `NetworkBidCeiling`.

Over time, the activity of competitors can raise the bid for the desired frequency of display, and it will exceed the advertiser's bid. The higher the surcharge, the higher the frequency of display, but the higher the possible costs.

## Value

List with result data, object ids, warnings and errors.

## Author(s)

Alexey Seleznev

## References

[KeyWord Bids API documentation](#) [KeyWord Bids setAuto method API documentation](#)

## Examples

```
## Not run:
# loading keywords list
kw <- yadirGetKeyWords()
# set bid on search
autosetbids_search <-
  yadirSetAutoKeyWordsBids(TargetTrafficVolume = 5,
                           KeywordIds = kw$Id)
# set bid on network
autosetbids_network <-
  yadirSetAutoKeyWordsBids(TargetCoverage = 15,
                           KeywordIds = KeywordIds)

## End(Not run)
```

---

yadirSetKeyWordsBids    *Set KeyWords Bids*


---

## Description

Assigns fixed bids and priorities for keyword phrases and auto-targeting.

## Usage

```
yadirSetKeyWordsBids(
    KeywordIds      = NULL,
    AdGroupIds      = NULL,
    CampaignIds     = NULL,
    StrategyPriority = c(NA,
                        "LOW",
                        "NORMAL",
                        "HIGH"),
    SearchBid       = NULL,
    NetworkBid      = NULL,
    Login           = getOption("ryandexdirect.user"),
    Token           = NULL,
    AgencyAccount   = getOption("ryandexdirect.agency_account"),
    TokenPath       = yadirTokenPath())
```

## Arguments

|                  |                                                                               |
|------------------|-------------------------------------------------------------------------------|
| KeywordIds       | Phrase ID. Specified if you want to update the bid for an individual phrase.  |
| AdGroupIds       | Ad Group ID. Specified if you need to update bids for all group phrases.      |
| CampaignIds      | Campaign ID. Specified if you need to update bids for all campaign phrases.   |
| StrategyPriority | The priority of the phrase: LOW, NORMAL or HIGH. Only for automatic strategy. |
| SearchBid        | Bid on search.                                                                |
| NetworkBid       | Bid on network.                                                               |
| Login            | Your Yandex Login.                                                            |
| AgencyAccount    | Your agency account login, if you get statistic from client account.          |
| Token            | Your Yandex API Token.                                                        |
| TokenPath        | Path to directory where you save credential data.                             |

## Details

You can set a bet or priority:

- for a separate keyword phrase or autotarget.

- for all keyword phrases and autotargeting in an ad group.
- for all keyword phrases and autotargets in the campaign.

You can set a bid or priority depending on which display strategy is selected in the campaign:

- if the display strategy is selected on the HIGHEST\_POSITION search, you can specify the SearchBid parameter.
- if you selected a display strategy on MAXIMUM\_COVERAGE or MANUAL\_CPM networks, you can specify the NetworkBid parameter.
- if the automatic strategy is selected, you can specify the StrategyPriority parameter: phrases with a higher priority receive as much traffic as possible, and in case of a budget deficit, they are turned off last.

If the element of the input array contains parameters that do not correspond to the strategy, the values of these parameters will not be changed:

- If the input array element contains both parameters corresponding to the strategy and parameters that do not correspond to the strategy (for example, both the bid and priority), then as a result of the operation, the values of only the parameters corresponding to the strategy will be changed and a warning will be issued.
- If the input array element contains only parameters that do not correspond to the strategy (for example, only the priority for a manual strategy), the operation will fail and an error will be returned.

## Value

List with result data, object ids, warnings and errors.

**Author(s)**

Alexey Seleznev

## References

- [KeyWord Bids API documentation](#)
- [KeyWord Bids set method API documentation](#)

## See Also

See for get and autoset keyword bids [yadirGetKeyWordsBids\(\)](#) and [yadirSetAutoKeyWordsBids\(\)](#)

## Examples

```
## Not run:  
# loading keywords list  
kw <- yadirGetKeyWords()  
# set bid on search  
setbid <- yadirSetKeyWordsBids(KeywordIds = kw$Id,  
                                SearchBid   = 9)  
  
## End(Not run)
```

---

|               |                  |
|---------------|------------------|
| yadirSetLogin | <i>Set Login</i> |
|---------------|------------------|

---

**Description**

Set yandex direct login in current R session.

**Usage**

```
yadirSetLogin(Login, TokenPath = yadirTokenPath())
```

**Arguments**

|           |                                                  |
|-----------|--------------------------------------------------|
| TokenPath | Path to directory where you save credential data |
| Login     | Character, your username in Yandex               |

**Value**

TRUE

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
yadirSetLogin('my_name')

## End(Not run)
```

---

|               |                  |
|---------------|------------------|
| yadirStartAds | <i>Start Ads</i> |
|---------------|------------------|

---

**Description**

Resumes ad impressions previously stopped by the owner.

**Usage**

```
yadirStartAds(Login = getOption("ryandexdirect.user"), Ids = NULL,
              Token = NULL,
              AgencyAccount = getOption("ryandexdirect.agency_account"),
              TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                                       |
|---------------|-----------------------------------------------------------------------|
| Ids           | Integer or Character vector with Ads Ids, who will resume impressions |
| Login         | Your Yandex Login                                                     |
| AgencyAccount | Your agency account login, if you get statistic from client account   |
| Token         | Your Yandex API Token                                                 |
| TokenPath     | Path to directory where you save credential data                      |

**Details**

Function resume impressions and return vector with Ads Ids with error.

**Value**

Vector with ads ids which failed to resume impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(TokenPath = tempdir())

# Get ads dictionary
my_ads <- yadirGetAds(Login = "LOGIN",
                     Token = tok,
                     States = c("SUSPENDED", "OFF"))

# Resume impressions
err <- yadirStartAds(Login = "LOGIN",
                    Token = tok,
                    Ids = my_ads$Id)

## End(Not run)
```

---

yadirStartCampaigns     *Start Campaigns*

---

**Description**

Resumes impressions at the campaign level.

**Usage**

```
yadirStartCampaigns(Login = getOption("ryandexdirect.user"),  
  Ids = NULL, Token = NULL,  
  AgencyAccount = getOption("ryandexdirect.agency_account"),  
  TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                                             |
|---------------|-----------------------------------------------------------------------------|
| Ids           | Integer or Character vector with Campaigns Ids, who will resume impressions |
| Login         | Your Yandex Login                                                           |
| AgencyAccount | Your agency account login, if you get statistic from client account         |
| Token         | Your Yandex API Token                                                       |
| TokenPath     | Path to directory where you save credential data                            |

**Details**

Function resume impressions and return vector with Campaigns Ids with error.

**Value**

Vector with campaigns ids which failed to resume impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
# Get API token  
### !!!Please choose another TokenPath to save the Login permanently.  
tok <- yadirGetToken(TokenPath = tempdir())  
  
# Get camp dictionary  
my_camp <- yadirGetCampaignList(Login = "Login", Token = tok,  
  TokenPath = tempdir())  
  
# Resume impressions  
err <- yadirStartCampaigns(Login = "LOGIN", Token = tok, Ids = my_camp$Id,  
  TokenPath = tempdir())  
  
## End(Not run)
```

---

|                    |                        |
|--------------------|------------------------|
| yadirStartKeyWords | <i>Resume KeyWords</i> |
|--------------------|------------------------|

---

**Description**

Resumes impressions on previously stopped keyword phrases and auto-targeting.

**Usage**

```
yadirStartKeyWords(Login = getOption("ryandexdirect.user"), Ids = NULL,  
  Token = NULL,  
  AgencyAccount = getOption("ryandexdirect.agency_account"),  
  TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                                            |
|---------------|----------------------------------------------------------------------------|
| Ids           | Integer or Character vector with KeyWords Ids, who will resume impressions |
| Login         | Your Yandex Login                                                          |
| AgencyAccount | Your agency account login, if you get statistic from client account        |
| Token         | Your Yandex API Token                                                      |
| TokenPath     | Path to directory where you save credential data                           |

**Details**

Function resume impressions and return vector with KeyWords Ids with error.

**Value**

Vector with keywords ids which failed to resume impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
### Please choose another TokenPath to save the Login permanently.  
# Get API token  
tok <- yadirGetToken(TokenPath = tempdir())  
  
# Get camp dictionary  
my_camp <- yadirGetCampaignList(Login = "Login",  
                                Token = tok,  
                                TokenPath = tempdir())  
  
# Get keywords dictionary
```

```

my_kw <- yadirGetKeyWords(Login = "Login", Token = tok,
                          CampaignIds = my_camp$Id[1:10],
                          TokenPath = tempdir())

# Resume impressions
err <- yadirStartKeyWords(Login = "LOGIN", Token = tok,
                          Ids = my_kw$Id,
                          TokenPath = tempdir())

## End(Not run)

```

---

yadirStopAds

*Suspend impressions by Ads*


---

## Description

Stops Ad Impressions in 'Yandex Direct' accounts.

## Usage

```

yadirStopAds(Login = getOption("ryandexdirect.user"), Ids = NULL,
             Token = NULL, AgencyAccount = getOption("ryandexdirect.agency_account"),
             TokenPath = yadirTokenPath())

```

## Arguments

|               |                                                                        |
|---------------|------------------------------------------------------------------------|
| Ids           | Integer or Character vector with Ads Ids, who will suspend impressions |
| Login         | Your Yandex Login                                                      |
| AgencyAccount | Your agency account login, if you get statistic from client account    |
| Token         | Your Yandex API Token                                                  |
| TokenPath     | Path to directory where you save credential data                       |

## Details

Function resume impressions and return vector with Ads Ids with error.

## Value

Vector with ads ids which failed to suspend impressions

## Author(s)

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(Login = "LOGIN",
                     TokenPath = tempdir())

# Get Campaigns
my_camp <- yadirGetCampaignList(Login = "LOGIN",
                               Token = tok)

# Get ads dictionary
my_ads <- yadirGetAds(Login = "LOGIN",
                     Token = tok,
                     States = "ON",
                     CampaignIds = my_camp$Id[1:10])

# Resume impressions
err <- yadirStopAds(Login = "LOGIN", Token = tok, Ids = my_ads$Id)

## End(Not run)
```

---

|                    |                                         |
|--------------------|-----------------------------------------|
| yadirStopCampaigns | <i>Suspend impressions by Campaigns</i> |
|--------------------|-----------------------------------------|

---

**Description**

Suspend impressions by campaigns in 'Yandex Direct' account

**Usage**

```
yadirStopCampaigns(
  Login = getOption("ryandexdirect.user"), Ids = NULL,
  Token = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                                              |
|---------------|------------------------------------------------------------------------------|
| Ids           | Integer or Character vector with Campaigns Ids, who will suspend impressions |
| Login         | Your Yandex Login                                                            |
| AgencyAccount | Your agency account login, if you get statistic from client account          |
| Token         | Your Yandex API Token                                                        |
| TokenPath     | Path to directory where you save credential data                             |

**Details**

Function suspend impressions and return vector with Campaigns Ids with error.

**Value**

Vector with campaigns ids which failed to suspend impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(TokenPath = tempdir())

# Get camp dictionary
my_camp <- yadirGetCampaignList(Login = "Login", Token = tok)

# Resume impressions
err <- yadirStopCampaigns(Login = "LOGIN", Token = tok, Ids = my_camp$Id)

## End(Not run)
```

---

|                   |                                        |
|-------------------|----------------------------------------|
| yadirStopKeyWords | <i>Suspend impressions by KeyWords</i> |
|-------------------|----------------------------------------|

---

**Description**

Stops impressions by keyword phrases and autotargeting.

**Usage**

```
yadirStopKeyWords(Login = getOption("ryandexdirect.user"), Ids = NULL,
                  Token = NULL, AgencyAccount
                    = getOption("ryandexdirect.agency_account"),
                  TokenPath = yadirTokenPath())
```

**Arguments**

|               |                                                                             |
|---------------|-----------------------------------------------------------------------------|
| Ids           | Integer or Character vector with KeyWords Ids, who will suspend impressions |
| Login         | Your Yandex Login                                                           |
| AgencyAccount | Your agency account login, if you get statistic from client account         |
| Token         | Your Yandex API Token                                                       |
| TokenPath     | Path to directory where you save credential data                            |

**Details**

Function suspend impressions and return vector with KeyWords Ids with error.

**Value**

Vector with keywords ids which failed to suspend impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(TokenPath = tempdir())

# Get camp dictionary
my_camp <- yadirGetCampaignList(Login = "Login", Token = tok)

# Get keywords dictionary
my_kw <- yadirGetKeyWords(Login = "Login", Token = tok, CampaignIds = my_camp$Id[1:10])

# Resume impressions
err <- yadirStopKeyWords(Login = "LOGIN", Token = tok, Ids = my_kw$Id)

## End(Not run)
```

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