

# Package ‘rlinkedinads’

May 9, 2026

**Title** Load Data from 'Linkedin Advertising API'

**Version** 0.2.0

**Description** Get data from 'Linkedin Advertising API' <<https://learn.microsoft.com/en-us/linkedin/marketing/overview?view=li-lms-2023-10>>. You can load ad account hierarchy (accounts, users, campaign groups, campaigns and creatives) and also you can load ad analytics data from your 'Linkedin' Ad account.

**License** MIT + file LICENSE

**Encoding** UTF-8

**RoxygenNote** 7.2.3

**Imports** cli, dplyr, httr2 (>= 1.0.0), pbapply, rappdirs, rlang, snakecase, stringr, tidyr, urltools, utils

**NeedsCompilation** no

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

**Maintainer** Alexey Seleznev <selesnow@gmail.com>

**Repository** CRAN

**Date/Publication** 2024-01-29 13:30:04 UTC

## Contents

lkd_auth . . . . .	2
lkd_get_accounts . . . . .	3
lkd_get_accounts_by_authenticated_user . . . . .	3
lkd_get_ads_analytics . . . . .	4
lkd_get_ad_account_users_by_accounts . . . . .	7
lkd_get_campaigns . . . . .	7
lkd_get_campaign_groups . . . . .	8
lkd_get_creatives . . . . .	9
lkd_remove_token . . . . .	9
lkd_set_account_id . . . . .	10
lkd_set_api_version . . . . .	10

lkd_set_client_id . . . . .	11
lkd_set_client_secret . . . . .	11
lkd_set_login . . . . .	12
lkd_set_token_path . . . . .	12
<b>Index</b>	<b>13</b>

---

lkd_auth	<i>Authorization in Linkedin API</i>
----------	--------------------------------------

---

## Description

Authorization in Linkedin API. For more details see [link](#).

## Usage

```
lkd_auth(login = Sys.getenv("LKD_LOGIN"))
```

## Arguments

login            your Linkedin login

## Value

No return value, just take API token

## Examples

```
## Not run:
# set auth data
lkd_set_client_id('Your client id')
lkd_set_client_secret('Your client secret')
lkd_set_login('Your linkedin login')

lkd_auth()

## End(Not run)
```

---

lkd_get_accounts	<i>Get account list</i>
------------------	-------------------------

---

**Description**

Get account list

**Usage**

```
lkd_get_accounts(start = 0, count = 1000)
```

**Arguments**

start	Integer, pagination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

**Value**

tibble with account metadata

---

lkd_get_accounts_by_authenticated_user	<i>Find Ad Accounts by Authenticated User All ad accounts that an authenticated user has access</i>
--	---

---

**Description**

Find Ad Accounts by Authenticated User All ad accounts that an authenticated user has access

**Usage**

```
lkd_get_accounts_by_authenticated_user(start = 0, count = 1000)
```

**Arguments**

start	Integer, pagination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

**Value**

tibble with accounts list

---

`lkd_get_ads_analytics` *Get LinkedIn ads analytics The Analytics Finder should be used when specifying a single pivot.*

---

## Description

Get LinkedIn ads analytics The Analytics Finder should be used when specifying a single pivot.

## Usage

```
lkd_get_ads_analytics(
  pivot = c("COMPANY", "ACCOUNT", "SHARE", "CAMPAIGN", "CREATIVE", "CAMPAIGN_GROUP",
    "CONVERSION", "CONVERSATION_NODE", "CONVERSATION_NODE_OPTION_INDEX",
    "SERVING_LOCATION", "CARD_INDEX", "MEMBER_COMPANY_SIZE", "MEMBER_INDUSTRY",
    "MEMBER_SENIORITY", "MEMBER_JOB_TITLE", "MEMBER_JOB_FUNCTION", "MEMBER_COUNTRY_V2",
    "MEMBER_REGION_V2", "MEMBER_COMPANY"),
  fields = c("pivotValues", "dateRange", "clicks", "impressions", "dateRange",
    "costInUsd", "oneClickLeads", "externalWebsiteConversions"),
  date_from = Sys.Date() - 31,
  date_to = Sys.Date() - 1,
  time_granularity = c("DAILY", "ALL", "MONTHLY", "YEARLY"),
  campaign_type = NULL,
  sort_by_fields = c("", "COST_IN_LOCAL_CURRENCY", "IMPRESSIONS", "ONE_CLICK_LEADS",
    "OPENS", "SENDS", "EXTERNAL_WEBSITE_CONVERSIONS"),
  sort_by_order = c("", "ASCENDING", "DESCENDING"),
  ...
)
```

## Arguments

`pivot` String. Pivot of results, by which each report data point is grouped.

- COMPANY - Group results by advertiser's company
- ACCOUNT - Group results by account.
- SHARE - Group results by sponsored share.
- CAMPAIGN - Group results by campaign.
- CREATIVE - Group results by creative.
- CAMPAIGN\_GROUP - Group results by campaign group.
- CONVERSION - Group results by conversion.
- CONVERSATION\_NODE - The element row in the conversation will be the information for each individual node of the conversation tree.
- CONVERSATION\_NODE\_OPTION\_INDEX - Used actionClicks are deaggregated and reported at the Node Button level. The second value of the pivot\_values will be the index of the button in the node.
- SERVING\_LOCATION - Group results by serving location, onsite or off-site.

- **CARD\_INDEX** - Group results by the index of where a card appears in a carousel ad creative. Metrics are based on the index of the card at the time when the user's action (impression, click, etc.) happened on the creative (Carousel creatives only).
- **MEMBER\_COMPANY\_SIZE** - Group results by member company size.
- **MEMBER\_INDUSTRY** - Group results by member industry.
- **MEMBER\_SENIORITY** - Group results by member seniority.
- **MEMBER\_JOB\_TITLE** - Group results by member job title.
- **MEMBER\_JOB\_FUNCTION** - Group results by member job function.
- **MEMBER\_COUNTRY\_V2** - Group results by member country.
- **MEMBER\_REGION\_V2** - Group results by member region.
- **MEMBER\_COMPANY** - Group results by member company.
- **PLACEMENT\_NAME** - Group results by placement.
- **IMPRESSION\_DEVICE\_TYPE** - Group results by the device type the ad made an impression on. Reach metrics and conversion metrics will not be available when this pivot is used.

fields	String vector of report metrics. You can find list of actual metrics <a href="#">here</a> .
date_from	Date. Represents the inclusive start time range of the analytics. If unset, it indicates an open range up to the end time.
date_to	Date. Represents the inclusive end time range of the analytics. Must be after start time if it's present. If unset, it indicates an open range from start time to everything after.
time_granularity	String. Time granularity of results. Valid enum values: <ul style="list-style-type: none"> <li>• ALL - Results grouped into a single result across the entire time range of the report.</li> <li>• DAILY - Results grouped by day.</li> <li>• MONTHLY - Results grouped by month.</li> <li>• YEARLY - Results grouped by year.</li> </ul>
campaign_type	String. Match result by a campaign type. Supported types are: TEXT_AD, SPONSORED_UPDATES, SPONSORED_INMAILS, DYNAMIC. Requires at least one other facet. Defaults to empty.
sort_by_fields	String. The field by which the results are sorted. Supported values include: <ul style="list-style-type: none"> <li>• COST_IN_LOCAL_CURRENCY</li> <li>• IMPRESSIONS</li> <li>• CLICKS</li> <li>• ONE_CLICK_LEADS</li> <li>• OPENS</li> <li>• SENDS</li> <li>• EXTERNAL_WEBSITE_CONVERSIONS</li> </ul>
sort_by_order	String. The order of the results. Supported values include: <ul style="list-style-type: none"> <li>• ASCENDING</li> </ul>

- DESCENDING

...

Faceting parameter For more details see next [link](#). You must specify at least one of:

- shares - Match result by share facets. Defaults to empty.
- campaigns - Match result by campaign facets. Defaults to empty. For example `campaigns = c('urn:li:sponsoredCampaign:253102116', 'urn:li:sponsoredCampaign:276103383')`
- creatives - Match result by creative facets. Defaults to empty.
- campaignGroups - Match result by campaign group facets. Defaults to empty.
- accounts - Match result by sponsored ad account facets. Defaults to empty. For example `accounts = 'urn:li:sponsoredAccount:511009658'`.
- companies - Match result by company facets. Defaults to empty.

## Value

tibble with report

## Examples

```
## Not run:
stat <- lkd_get_ads_analytics(
  pivot          = 'CAMPAIGN',
  date_from      = '2023-09-01',
  date_to        = '2023-09-30',
  time_granularity = 'DAILY',
  fields         = c(
    'pivotValues',
    'dateRange',
    'clicks',
    'impressions',
    'dateRange',
    'costInUsd',
    'oneClickLeads',
    'externalWebsiteConversions'
  ),
  accounts       = 'urn:li:sponsoredAccount:511009658',
  campaigns      = c(
    'urn:li:sponsoredCampaign:253102116',
    'urn:li:sponsoredCampaign:276103383'
  )
)

## End(Not run)
```

---

lkd\_get\_ad\_account\_users\_by\_accounts

*Find Ad Account Users by Accounts Fetch all users associated with a specific ad account. See next [link](https://learn.microsoft.com/en-us/linkedin/marketing/integrations/ads/account-structure/create-and-manage-account-users?view=li-lms-2023-10&tabs=http#find-ad-account-users-by-accountslink).*

---

### Description

Find Ad Account Users by Accounts Fetch all users associated with a specific ad account. See next [link](#).

### Usage

```
lkd_get_ad_account_users_by_accounts(account_urn_id, start = 0, count = 1000)
```

### Arguments

account\_urn\_id accounts ID with a sponsoredAccount URN

start Integer, pagination. The index of the first item you want results for.

count Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

### Value

tibble with users list

---

lkd\_get\_campaigns *Get campaigns*

---

### Description

Get campaigns

### Usage

```
lkd_get_campaigns(  
  account_id = lkd_get_account_id(),  
  test = FALSE,  
  start = 0,  
  count = 1000  
)
```

**Arguments**

account_id	your LinkedIn Ad Account ID
test	Searches for campaigns based on test or non-test status: <ul style="list-style-type: none"> <li>• True: for test campaigns</li> <li>• False: for non-test campaigns If not specified, searches for both test and non-test campaigns.</li> </ul>
start	Integer, pagination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

**Value**

tibble with campaign metadata

---

lkd\_get\_campaign\_groups

*Get Ad campaign Groups Campaign groups provide advertisers a way to manage status, budget, and performance across multiple related campaigns.*

---

**Description**

Get Ad campaign Groups Campaign groups provide advertisers a way to manage status, budget, and performance across multiple related campaigns.

**Usage**

```
lkd_get_campaign_groups(
  account_id = lkd_get_account_id(),
  test = FALSE,
  start = 0,
  count = 1000
)
```

**Arguments**

account_id	your LinkedIn Ad Account ID
test	Searches for campaigns based on test or non-test status: <ul style="list-style-type: none"> <li>• True: for test campaigns</li> <li>• False: for non-test campaigns If not specified, searches for both test and non-test campaigns.</li> </ul>
start	Integer, pagination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

**Value**

tibble with campaign groups metadata

---

lkd_get_creatives	<i>Get Creatives You can search for creative content in order to get a collection of creatives matching</i>
-------------------	---

---

**Description**

Get Creatives You can search for creative content in order to get a collection of creatives matching

**Usage**

```
lkd_get_creatives(account_id = lkd_get_account_id(), start = 0, count = 1000)
```

**Arguments**

account_id	your Linkedin Ad Account ID
start	Integer, pagination. The index of the first item you want results for.
count	Integer, pagination. The number of items you want included on each page of results. There could be fewer items remaining than the value you specify.

**Value**

tibble with creatives metadata

---

lkd_remove_token	<i>remove token</i>
------------------	---------------------

---

**Description**

remove token

**Usage**

```
lkd_remove_token(login = lkd_get_login())
```

**Arguments**

login	your login at Linkedin
-------	------------------------

**Value**

no return value, just remove token cacche

---

lkd_set_account_id	<i>Set Ad Account ID for R session</i>
--------------------	--

---

**Description**

Set Ad Account ID for R session

**Usage**

lkd\_set\_account\_id(account\_id)

**Arguments**

account_id	Id of your ad account
------------	-----------------------

**Value**

no return value

---

lkd_set_api_version	<i>Set LinkedIn API version For dwtwils se next <a href="https://learn.microsoft.com/en-us/linkedin/marketing/versioning?view=li-lms-2023-10">link</a></i>
---------------------	--

---

**Description**

Set LinkedIn API version For dwtwils se next [link](https://learn.microsoft.com/en-us/linkedin/marketing/versioning?view=li-lms-2023-10)

**Usage**

lkd\_set\_api\_version(api\_version)

**Arguments**

api_version	LinkedIn API version
-------------	----------------------

**Value**

no return value

---

lkd_set_client_id	<i>Set App Client ID For more information see this <a href="https://learn.microsoft.com/en-us/linkedin/marketing/quick-start?view=li-lms-2023-10#step-1-apply-for-api-accesslinks">Rhrefhttps://learn.microsoft.com/en-us/linkedin/marketing/quick-start?view=li-lms-2023-10#step-1-apply-for-api-accesslinks</a>.</i>
-------------------	--

---

**Description**

Set App Client ID For more information see this [links](#).

**Usage**

```
lkd_set_client_id(client_id)
```

**Arguments**

client\_id      you linkedin APP ID

**Value**

no return value

---

lkd_set_client_secret	<i>Set App Client secret For more information see this <a href="https://learn.microsoft.com/en-us/linkedin/marketing/quick-start?view=li-lms-2023-10#step-1-apply-for-api-accesslinks">Rhrefhttps://learn.microsoft.com/en-us/linkedin/marketing/quick-start?view=li-lms-2023-10#step-1-apply-for-api-accesslinks</a>.</i>
-----------------------	--

---

**Description**

Set App Client secret For more information see this [links](#).

**Usage**

```
lkd_set_client_secret(client_secret)
```

**Arguments**

client\_secret    Your APP secret

**Value**

no return value

---

lkd_set_login	<i>Set login for current R session</i>
---------------	--

---

**Description**

Set login for current R session

**Usage**

```
lkd_set_login(login)
```

**Arguments**

login	Your Linkedin login
-------	---------------------

**Value**

no return value

---

lkd_set_token_path	<i>Set own token cache path</i>
--------------------	---------------------------------

---

**Description**

Set own token cache path

**Usage**

```
lkd_set_token_path(token_path)
```

**Arguments**

token_path	Path to cache folder
------------	----------------------

**Value**

no return value

# Index

lkd\_auth, [2](#)  
lkd\_get\_accounts, [3](#)  
lkd\_get\_accounts\_by\_authenticated\_user,  
[3](#)  
lkd\_get\_ad\_account\_users\_by\_accounts,  
[7](#)  
lkd\_get\_ads\_analytics, [4](#)  
lkd\_get\_campaign\_groups, [8](#)  
lkd\_get\_campaigns, [7](#)  
lkd\_get\_creatives, [9](#)  
lkd\_remove\_token, [9](#)  
lkd\_set\_account\_id, [10](#)  
lkd\_set\_api\_version, [10](#)  
lkd\_set\_client\_id, [11](#)  
lkd\_set\_client\_secret, [11](#)  
lkd\_set\_login, [12](#)  
lkd\_set\_token\_path, [12](#)