

Package ‘datoramar’

July 22, 2025

Type Package

Title Interface to the 'Datorama' API

Version 0.1.0

URL <https://github.com/beigebucewayne/datoramar>

BugReports <https://github.com/beigebucewayne/datoramar/issues>

Description A thin wrapper around the 'Datorama' API.
Ideal for analyzing marketing data from [<https://datorama.com>](https://datorama.com).

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Encoding UTF-8

LazyData true

Imports httr, jsonlite, tibble

RoxygenNote 6.0.1

NeedsCompilation no

Author Kade Killary [aut, cre]

Maintainer Kade Killary <kadekillary@protonmail.com>

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datorama_query

A query constructor for the Datorama API

Description

A query constructor for the Datorama API

Usage

```
datorama_query(token = NULL, brandId = NULL, dateRange = c("CUSTOM",
  "CUSTOM_ON_GOING", "YESTERDAY", "WEEK_TO_DATE", "BI_WEEK_TO_DATE",
  "MONTH_TO_DATE", "QUARTER_TO_DATE", "YEAR_TO_DATE", "WEEK_TO_DATE_CUSTOM",
  "BI_WEEK_TO_DATE_CUSTOM", "MONTH_TO_DATE_CUSTOM", "QUARTER_TO_DATE_CUSTOM",
  "YEAR_TO_DATE_CUSTOM", "PREV_WEEK", "PREV_BI_WEEK", "PREV_MONTH",
  "PREV_QUARTER", "PREV_YEAR", "PREV_WEEK_CUSTOM", "PREV_BI_WEEK_CUSTOM",
  "PREV_MONTH_CUSTOM", "PREV_QUARTER_CUSTOM", "PREV_YEAR_CUSTOM", "LAST_WEEK",
  "LAST_BI_WEEK", "LAST_MONTH", "LAST_3_MONTHS", "THIS_WEEK",
  "THIS_BI_WEEK", "THIS_MONTH", "THIS_QUARTER", "THIS_YEAR", "THIS_WEEK_CUSTOM",
  "THIS_BI_WEEK_CUSTOM", "THIS_MONTH_CUSTOM", "THIS_QUARTER_CUSTOM",
  "THIS_YEAR_CUSTOM"), startDate = NULL, endDate = NULL,
  measurements = NULL, dimensions = NULL, groupDimensionFilters = NULL,
  stringDimensionFilters = NULL, stringDimensionFiltersOperator = NULL,
  numberMeasurementFilter = NULL, sortBy = NULL, sortOrder = NULL,
  topResults = NULL, groupOthers = NULL, topPerDimension = NULL)
```

Arguments

token	A string containing your token for authentication. Get in datorama_auth
brandId	A string containing the Brand ID
dateRange	A string containing date range for query
startDate	A string -> format YYYY-MM-DD
endDate	A string -> format YYYY-MM-DD
measurements	A list of lists including attributes to include -> list(list(name = "Investment"))
dimensions	A list of dimensions to be included -> list("Day", "Site Name")
groupDimensionFilters	A list of lists including dimension, operator -> "IN", "NOT IN", and vals for filtering
stringDimensionFilters	A list of lists including dimension, operator -> "EQUALS", "NOT_EQUALS", "NOT_EQUALS_CASE_SENSITIVE", "CONTAINS", "NOT_CONTAINS", "STARTS_WITH", "ENDS_WITH", "IS_EMPTY", "IS_NOT_EMPTY", and val for filtering
stringDimensionFiltersOperator	A string for string dimension filtering -> "AND", "OR"

numberMeasurementFilter	A list of lists including fileName (measurement name), operator -> "EQUALS", "NOT_EQUALS", "GREATER", "GREATER_EQUALS", "LESS", "LESS_EQUALS", "IS_NULL", "IS_NOT_NULL", "IS_NAN", "IS_NOT_NAN" and val for filtering
sortBy	A string including name of dimension/measurement to sort by
sortOrder	A string containing the order of the sort -> "ASC", "DESC"
topResults	A string containing the number of results to return
groupOthers	Boolean determining whether to group all results not in topResults
topPerDimension	Boolean determining whether to return topResults per dimension

Value

A tibble with the query's response

Examples

```
## Not run:
datorama_query(token = "aaaaaaa-bbbb-cccc-dddd-eeeeeeeeeeee",
               brandId = "271",
               dateRange = "CUSTOM",
               startDate = "2017-11-01",
               endDate = "2017-11-20",
               measurements = list(list(name = "Clicks"),
                                   list(name = "Impressions")),
               dimensions = list("Day", "Site Name")
)

## End(Not run)
```

datorama_token

Authenticating yourself to Datorama

Description

Authenticating yourself to Datorama

Usage

```
datorama_token(email, password)
```

Arguments

email	A string containing the email associated with your Datorama account
password	A string containing the password associated with your Datorama account

Value

A string with your our API token

Examples

```
## Not run:  
datorama_token("someEmail@gmail.com", "password1234")  
  
## End(Not run)
```

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