# Package 'cjar'

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### Description

Connect to the 'CJA' API https://www.adobe.io/cja-apis/docs which powers 'CJA Workspace'. The package was developed with the analyst in mind, and it will continue to be developed with the guiding principles of iterative, repeatable, timely analysis.

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annotation\_build Build the annotation in CJA

#### **Description**

This function builds an annotation in Customer Journey Analytics

### Usage

```
annotation_build(
  name = NULL,
  description = NULL,
  date_range = c(Sys.Date() - 30, Sys.Date() - 1),
  color = "blue",
  applyToAllReports = FALSE,
 metric_id = NULL,
 metric_compType = NULL,
  filter_id = NULL,
  filter_verb = NULL,
  filter_dimType = NULL,
  filter_terms = NULL,
  filter_compType = NULL,
  create_annotation = TRUE,
  debug = FALSE,
  dataviewId = Sys.getenv("CJA_DATAVIEW_ID")
)
```

#### **Arguments**

name This is the name of the new segment (required)
description This is the description of the segment (required)

date\_range The date range of the annotation

color Color name string representing the annotation's color. Supported values include

'blue', 'purple', 'green', 'orange', 'red', 'light green', 'pink', 'dark green', and

'yellow'.

applyToAllReports

A boolean that determines if the annotation applies to all report suites.

metric\_id The id for the metric scope as found in the aw\_get\_metrics() and aw\_get\_calculatedmetrics()

functions. This needs to be a "list()" array of items.

metric\_compType

The component type. This is either 'm' for metric or 'cm' for calculated metric.

This needs to be a "list()" array of items.

filter\_id The id for the metric scope as found in the aw\_get\_dimensions() and aw\_get\_segments()

functions. This needs to be a "list()" array of items.

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filter\_verb The verb is the operator of the filter. The options include 'equals', 'equals\_any',

and 'exists'. If the 'dimension type' is 'enum' or 'ordered\_enum' it can only use one of the verbs, 'equals' or 'exists'. This needs to be a "list()" array of items.

filter\_dimType The dimension type as defined by the 'type' column in aw\_get\_dimensions()

if it is a dimension that is being used or it is blank because it is a segment. If it is a segment make sure to include an, "", empty list item. This needs to be a

"list()" array of items

the verb is "equals" then the argument should be a single item. This needs to be

a "list()" array of list items.

filter\_compType

The component type is either a 'd' (dimension) or an 's' (segemnt). This needs

to be a "list()" array of items.

create\_annotation

Default is TRUE. Set this to FALSE if you want to get the json string that hte

function creates.

debug This enables the api call information to show in the console for help with de-

bugging issues. default is FALSE

dataviewId Required The id of the dataview for which to retrieve dimensions. If an environ-

ment variable called CJA\_DATAVIEW\_ID exists in .Renviron or elsewhere and no dataviewId argument is provided, then the CJA\_DATAVIEW\_ID value will be

used. Use cja\_get\_dataviews() to get a list of available dataviewId.

#### Value

An id of the newly created annotation

cja\_auth

Generate an access token for the Customer Journey Analytics API

### **Description**

**Note:** cja\_auth() is the primary function used for authorization. auth\_oauth() and auth\_jwt() should typically not be called directly.

#### Usage

```
cja_auth(type = "jwt", ...)
auth_jwt(
  file = Sys.getenv("CJA_AUTH_FILE"),
  private_key = Sys.getenv("CJA_PRIVATE_KEY"),
  jwt_token = NULL,
   ...
)
```

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```
auth_oauth(
  client_id = Sys.getenv("CJA_CLIENT_ID"),
  client_secret = Sys.getenv("CJA_CLIENT_SECRET"),
  use_oob = TRUE
)
```

### Arguments

type	Either 'jwt' or 'oauth'. This can be set explicitly, but a best practice is to run cja_auth_with() to set the authorization type as an environment variable before running cja_auth()
• • •	Additional arguments passed to auth functions.
file	A JSON file containing service account credentials required for JWT authentication. This file can be downloaded directly from the Adobe Console, and should minimally have the fields API_KEY, CLIENT_SECRET, ORG_ID, and TECHNICAL_ACCOUNT_ID.
private_key	Filename of the private key for JWT authentication.
jwt_token	(Optional) A custom, encoded, signed JWT claim. If used, client_id and client_secret are still required.
client_id	The client ID, defined by a global variable or manually defined
client_secret	The client secret, defined by a global variable or manually defined
use_oob	if FALSE, use a local webserver for the OAuth dance. Otherwise, provide a URL to the user and prompt for a validation code. Defaults to the value of the httr_oob_default default, or TRUE if httpuv is not installed.

### Value

The path of the cached token. This is returned invisibly.

### **Functions**

 $\bullet\,$  auth\_jwt: Authenticate with JWT token

• auth\_oauth: Authorize via OAuth 2.0

### See Also

```
cja_auth_with()
```

cja\_auth\_with

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Set authorization options

#### **Description**

**Get** or **set** various authorization options. If called without an argument, then these functions return the current setting for the requested option (which can be NULL if the option has not been set). To clear the setting, pass NULL as an argument.

cja\_auth\_with sets the type of authorization for the session. This is used as the default by cja\_auth() when no specific option is given.

cja\_auth\_path sets the file path for the cached authorization token. It should be a directory, rather than a filename. If this option is not set, the current working directory is used instead.

cja\_auth\_name sets the file name for the cached authorization token. If this option is not set, the default filename is cja\_auth.rds

### Usage

```
cja_auth_with(type)
cja_auth_path(path)
cja_auth_name(name)
```

#### **Arguments**

type The authorization type: 'oauth' or 'jwt'

path The location for the cached authorization token. It should be a directory, rather

than a filename. If this option is not set, the current working directory is used instead. If the location does not exist, it will be created the first time a token is

cached.

name The filename, such as cja\_auth.rds for the cached authorization token file.

The file is stored as an RDS file, but there is no requirement for the .rds file

extension. .rds is not appended automatically.

#### Value

The option value, invisibly

#### See Also

```
cja_auth()
```

cja\_freeform\_table

Get a freeform table

#### **Description**

Get a report analogous to a **Freeform Table** visualization in CJA Workspace. The function uses the arguments to construct and execute a JSON-based query to the CJA API and then returns the results as a data frame.

### Usage

```
cja_freeform_table(
  dataviewId = Sys.getenv("CJA_DATAVIEW_ID"),
  date_range = c(Sys.Date() - 30, Sys.Date() - 1),
  dimensions = c("page", "lasttouchchannel", "mobiledevicetype"),
  metrics = c("visits", "visitors"),
  top = c(5),
  page = 0,
  filterType = "breakdown",
  segmentId = NA,
  metricSort = "desc",
  include_unspecified = TRUE,
  search = NA,
  prettynames = FALSE,
  allowRemoteLoad = "default",
  useCache = TRUE,
  useResultsCache = FALSE,
  includeOberonXml = FALSE,
  includePlatformPredictiveObjects = FALSE,
  debug = FALSE,
  check_components = FALSE
)
```

#### **Arguments**

dataviewId

CJA Data View ID (dv). If an environment variable called CJA\_DATAVIEW\_ID exists in .Renviron or elsewhere and no dataviewId argument is provided, then the CJA\_DATAVIEW\_ID value will be used. Use cja\_get\_dataviews() to get a list of available dataviewId. Required

date\_range

A length-2 vector with a start date and an end date. POSIXt objects are sent as is, for fine control over the date range. Numeric values are automatically converted to dates.

dimensions

A character vector of dimensions. There is currently a limit of 20 dimension breakdowns. Each dimension value that gets broken down by another dimension requires an additional API call, so the more dimensions that are included, the longer the function will take to return results. This is how the CJA API works. Use cja\_get\_dimensions() to get a list of available dimensions IDs.

metrics A character vector of metrics. Use cja\_get\_metrics() and cja\_get\_calculatedmetrics()

to get a list of available metrics IDs.

top The number of values to be pulled for each dimension. The default is 5 and

the "top" is based on the first metric value (along with metricSort). If there are multiple dimensions, then this argument can either be a vector that includes the number of values to include at each level (each breakdown) or, if a single value is used, then that will be the maximum number of values to return at each level. See the **Details** for information on the unique handling of daterange...

values.

page Used in combination with top to return the next page of results. Uses 0-based

numbering (e.g., top = 50000 and page = 1 will return the top 50,000 items

starting at 50,001).

filterType This is a placeholder argument for use as additional functionality is added to

the package. Currently, it defaults to breakdown, and that is the only supported

value.

segmentId A single segment ID or a vector of multiple segment IDs to apply to the overall

report. If multiple segmentId values are included, the segments will be effectived ANDed together, just as if multiple segments were added to the header of an Analysis Workspace panel. Use cja\_get\_filters() to get a list of available

segmentId values.

metricSort Pre-sorts the table by metrics. Values are either asc (ascending) or desc (de-

scending).

include\_unspecified

Whether or not to include **Unspecified** values in the results. This is the equivalent of the **Include Unspecified** (**None**) checkbox in freeform tables in Analysis Workspace. This defaults to TRUE, which includes **Unspecified** values in the

results.

search Criteria to filter the results by one or more dimensions. Searches are case-

insenstive. Refer to the Details for more information on constructing values

for this argument.

prettynames A logical that determines whether the column names in the results use the API

field name (e.g., "mobiledevicetype", "pageviews") or the "pretty name" for the field (e.g., "Mobile Device Type", "Page Views"). This applies to both dimensions and metrics. The default value is FALSE, which returns the API field names. For custom eVars, props, and events, the non-pretty values are simply the variable number (e.g., "evar2", "prop3", "event15"). If TRUE, undoes any efficiency

gains from setting check\_components to FALSE.

allowRemoteLoad

Controls if Oberon should remote load data. Default behavior is true with fall-back to false if remote data does not exist. The default is "default" but options

include: "true", "false", or "default".

useCache Use caching for faster requests (Use cached dimensions to speed up permission

checks - This does not do any report caching). TRUE (default) or FALSE

useResultsCache

Use results caching for faster reporting times (This is a pass through to Oberon

which manages the Cache) FALSE (default) or TRUE

includeOberonXml

Controls if Oberon XML should be returned in the response - DEBUG ONLY. FALSE (default) or TRUE

includePlatformPredictiveObjects

Controls if platform Predictive Objects should be returned in the response. Only available when using Anomaly Detection or Forecasting- DEBUG ONLY. FALSE (default) or TRUE

debug

Set to TRUE to publish the full JSON request(s) being sent to the API to the console when the function is called. The default is FALSE.

check\_components

Logical, whether to check the validity of metrics and dimensions before running the query. Defaults to TRUE, but causes cja\_freeform\_report to request all dimensions and metrics from the API, which may be inefficient if you're running many queries. If you have many queries, it's more efficient to implement validity checking yourself on either side of your queries.

#### **Details**

This function is based on the **Freeform Table** visualization in Analysis Workspace. It is accessing the same API call type that is used to generate those visualizations.

#### **Dimension Ordering:**

CJA only queries one dimension at a time, even though the results get returned in a single data frame (or table in the case of Analysis Workspace). The more dimensions are included in the report—the more breakdowns of the data—the more queries are required. As a result, the *order* of the dimensions *can* have a dramatic impact on the total query time, even if the resulting data is essentially identical.

One way to understand this is to consider how much dragging and dropping would be required to return the data in Analysis Workspace if you were not able to <Shift>-<click> to highlight multiple values before dragging a new dimension to break down existing values.

Consider a scenario where you are pulling metrics for the last 30 days (daterangeday) for **Mobile Device Type** (mobiledevicetype), which has 7 unique values. Setting dimensions = c("daterangeday", "mobiledevicetype") would make one query to get the values of the 30 days included. The query would then run a separate query for *each of those 30 days* to get the mobiledevicetype results for each day. So, this would be **31 API calls**.

If, instead, the function was called with the dimension values reversed (dimensions = c("mobiledevicetype", "daterangeday")), then the first query would return the 7 mobiledevicetype values, and then would run an additional query for each of those 7 mobile device type values to return the results for the 30 days within each device type. This would be only 7 API calls.

Strategically ordering dimensions—and then wrangling the resulting data set as needed—is one of the best ways to improve query performance.

### **Date Handling:**

Date handling has several special characteristics that are worth getting familiar with:

• The API names for day, week, month, etc. are prepended with daterange, so daily data uses daterangeday, weekly data uses daterangeweek, monthly data uses daterangementh, etc.

• When setting the argument for top, if the first (or only) dimension value is a daterange... object, then, if this argument is not explicitly specified *or* if it uses only a single value (e.g., top = 10), the function will still return all of the values that fall in that date range. For instance, if the date\_range was set for a 30-day period and the first dimension value was daterangeday, *and* no value is specified for top, rather than simply returning the first 5 dates in the range, all 30 days will be returned. In the same scenario, if top = 10 was set, then all 30 days would still be returned, and the 10 would simply be applied to the additional dimensions.

- If you want to return all of the date/time values but then have specific control over the number of values returned for each of the drilldown dimensions, then set 0 as the first value in the top argument and then specify different numbers for each breakdown (e.g., top = c(0, 3, 10) would return all of the date/time values for the specified date\_range, the top 3 values for the second specified dimension, and then the top 10 values for each of the next dimension's results).
- If you are using a daterange... value *not* as the first dimension, then simply using 0 at the same level in the top argument specification will return all of the values for that date/time value.

#### Search/Filtering:

There are powerful filtering abilities within the function. However, to support that power requires a syntax that can feel a bit cumbersome for simple queries. *Note:* search filters are case-insensitive. This is CJA API functionality and can not be specified otherwise in queries.

The search argument takes a vector of search strings, with each value in the vector corresponding to the dimension value that is at the same position. These search strings support a range of operators, including AND, OR, NOT, MATCH, CONTAINS, BEGINS-WITH, and ENDS-WITH.

The default for any search string is to use CONTAINS. Consider a query where dimensions = c("mobiledevicetype", "lasttouchchannel"):

- search = "CONTAINS 'mobile'" will return results where mobiledevicetype contains "mobile", so would return all rows for **Mobile Phone**.
- This could be shortened to search = "'mobile'" and would behave exactly the same, since CONTAINS is the default operator
- search = c("CONTAINS 'mobile'", "CONTAINS 'search'") will return results where mobiledevicetype contains "mobile" and, within those results, results where lasttouchchannel contains "search".
- search = c("(CONTAINS 'mobile') OR (CONTAINS 'tablet')", "(MATCH 'paid search')") will return results where mobiledevicetype contains "mobile" or "tablet" and, within those results, will only include results where lasttouchchannel exactly matches "paid search" (but is case-insensitive, so would return "Paid Search" values).

#### Value

A data frame with dimensions and metrics.

#### See Also

```
cja_get_me(), cja_get_dataviews(), cja_get_filters(), cja_get_dimensions(), cja_get_metrics()
Use cja_get_me() to get started.
```

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#### **Description**

Retrieve all annotations or filter to return only one

### Usage

```
cja_get_annotations(
  id = NULL,
  expansion = NULL,
  includeType = "all",
  locale = "en_US",
  filterByModifiedAfter = NULL,
  filterByDateRange = NULL,
  limit = 10,
  page = 0,
  debug = FALSE
)
```

#### **Arguments**

id Filter the results to one specific annotation by the annotation	on id	. If not used, a
--	-------	------------------

list of annotations will be returned limited by the 'limit' and 'page' arguments.

expansion Obtain additional information around an annotation. You can include multiple

expansions using the 'c()' function. See details for options.

includeType Include additional segments not owned by the user. Available values are all

(default) and shared. The all option takes precedence over "shared".

locale A query string that returns strings localized by Adobe into the desired language.

Localization does not apply to user-defined fields, such as annotation names.

See details for options.

filterByModifiedAfter

An ISO 8601 date that returns only annotations that were modified after the desired date. example datetime format: 'YYYY-MM-DDTHH:MM:SSZ'

filter By Date Range

Two ISO 8601 dates separated by a forward slash (/) that returns only annotations that fully reside within the desired date range. example format: 'MM:SSZ/YYYY-

MM-DDTHH:MM:SSZ'

limit An integer that represents the number of results per page. Default is 10

page An integer that represents which page to return results. The first page is 0. The

API supports up to 1000 pages

debug Include the output and input of the api call in the console for debugging. Default

is FALSE

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#### **Details**

- Expansion options include the following:
  - name: The name of the annotation.
  - **description** The annotation's description.
  - dateRange The date range of the annotation.
  - color: An enum representing the annotation's color. Supported values include STAN-DARD1 through STANDARD9. These correspond with 'blue', 'purple', 'green', 'orange', 'red', 'light green', 'pink', 'dark green', and 'yellow', in that order.
  - applyToAllReports: A boolean that determines if the annotation applies to all report suites.
  - scope: An object including the metrics and filters that the annotation uses.
  - **createdDate:** The date that the annotation was created.
  - modifiedDate: The date that the annotation was last modified.
  - modifiedById: The ID of the user who last modified the annotation.
  - tags: The tags applied to the annotation.
  - shares: The shares applied to the annotation.
  - **approved:** A boolean that determines if the annotation is approved by an admin.
  - favorite: A boolean that determines if the user has this annotation favorited (starred).
  - usageSummary: An object that shows where this annotation is used.
  - owner: An object showing the ID, name, and login of the user that created the annotation.
  - imsOrgId: The IMS org of the annotation.
  - dataName: The Data View name.
  - dataId: The Data View ID.
- Locale options include the following:
  - en\_US: English
  - fr\_FR: French
  - ja JP: Japanese
  - de\_DE: German
  - es\_ES: Spanish
  - ko\_KR: Korean
  - pt\_PR: Brazilian Portuguese
  - **zh\_CN:** Simplified Chinese
  - zh\_TW: Traditional Chinese

#### Value

A data frame of segments and their meta data.

cja\_get\_audit\_logs 13

### Description

This function will pull a list of audit logs defined by the different defined parameters.

### Usage

```
cja_get_audit_logs(
    startDate = NULL,
    endDate = NULL,
    action = NULL,
    component = NULL,
    componentId = NULL,
    userType = NULL,
    userId = NULL,
    userEmail = NULL,
    description = NULL,
    pageSize = 100,
    pageNumber = 0,
    debug = FALSE
)
```

### **Arguments**

startDate	Date is not required, but if you filter by date, both start & end date must be set.
endDate	Date is not required, but if you filter by date, both start & end date must be set.
action	The action you want to filter by. See details section for options
component	The type of component you want to filter by. See details section for options
componentId	The ID of the component.
userType	The type of user.
userId	The ID of the user.
userEmail	The email address of the user.
description	The log description you want to filter by.
pageSize	Number of results per page. If left null, the default size will be set to 100.
pageNumber	Page number (base 0 - first page is "0")
debug	Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

startDate/endDate format

Action available values are: 'CREATE', 'EDIT', 'DELETE', 'LOGIN\_FAILED', 'LOGIN\_SUCCESSFUL', 'API\_REQUEST', 'LOGOUT', 'APPROVE', 'UNAPPROVE', 'SHARE', 'UNSHARE', 'TRANSFER', 'ORG\_CHANGE'

Component available values are: 'ANNOTATION', 'CALCULATED\_METRIC', 'CONNECTION', 'DATA\_GROUP', 'DATA\_VIEW', 'DATE\_RANGE', 'FILTER', 'MOBILE', 'PROJECT', 'RE-PORT', 'SCHEDULED\_PROJECT', 'USER', 'USER\_GROUP', 'IMS\_ORG', 'FEATURE\_ACCESS'

#### Value

A data frame of audit logs and corresponding metadata

### **Examples**

#### **Description**

This function will pull a list of audit logs.

### Usage

```
cja_get_audit_logs_search(body = NULL, debug = FALSE)
```

#### **Arguments**

body The json string with the search functions included debug Set to TRUE if needed to help troubleshoot api call errors

#### Value

A data frame of audit logs and corresponding metadata

### **Examples**

```
## Not run:
cja_get_audit_logs_search(body = jsonrequest)
## End(Not run)
```

```
cja_get_calculatedmetrics
```

Get a list of calculated metrics.

### Description

Retrieve a list of available calculated metrics. The results will always include these default items: id, name, description, owner, polarity, precision, type. Other attributes can be optionally requested through the expansion field.

### Usage

```
cja_get_calculatedmetrics(
  expansion = NULL,
  includeType = "all",
  dataviewIds = NULL,
  ownerId = NULL,
  filterByIds = NULL,
  toBeUsedInRsid = NULL,
  locale = "en_US",
  favorite = NULL,
  approved = NULL,
  pagination = TRUE,
  limit = 10,
  page = 0,
  sortDirection = "DESC",
  sortProperty = NULL,
  debug = FALSE
)
```

### **Arguments**

expansion	Additional calculated metric metadata fields to include in the results: "dataName" "approved" "favorite" "shares" "tags" "sharesFullName" "usageSummary" "usageSummaryWithRelevancyScore" "reportSuiteName" "siteTitle" "ownerFullName" "modified" "migratedIds" "isDeleted" "definition" "authorization" "compatibility" "legacyId" "internal" "dataGroup" "categories".
includeType	Include additional calculated metrics not owned by user. Available values are all (default), shared, templates, unauthorized, deleted, internal, and curatedItem. The all option takes precedence over shared
dataviewIds	Filter the list to only include calculated metrics tied to a specified dataviewId or list of dataviewIds. Specify multiple dataviewIds as a vector (i.e., "dataviewIds = c("dataviewid_1", Use cja_get_dataviews to get a list of available dataviewId values.
ownerId	Filter the list to only include calculated metrics owned by the specified loginId.
filterByIds	Filter the list to only include calculated metrics in the specified list as specified

by a single string or as a vector of strings.

toBeUsedInRsid	The data view where the calculated metric intended to be used. This data view
	will be used to determine things like compatibility and permissions. If it is not
	specified then the permissions will be calculated based on the union of all met-
	rics authorized in all groups the user belongs to. If the compatibility expansion
	is specified and toBeUsedInRsid is not then the compatibility returned is based

off the compatibility from the last time the calculated metric was saved.

locale The locale that system-named metrics should be returned in. Non-localized val-

ues will be returned for title, name, description, etc. if a localized value is not

available.

favorite Set to TRUE to only include calculated metrics that are favorites in the results.

A value of FALSE will return all calculated metrics, including those that are

favorites.

approved Set to TRUE to only include calculated metrics that are approved in the results.

A value of FALSE will return all calculated metrics, including those that are

approved and those that are not.

pagination return paginated results. Set to 'TRUE' by default

limit Number of results per page. Default is 10

page The "page" of results to display. This works in conjunction with the limit

argument and is zero-based. For instance, if limit = 10 and page = 1, the results

returned would be 11 through 20.

sortDirection The sort direction for the results: ASC (default) for ascending or DESC for de-

scending. (This is case insensitive, so asc and desc work as well.)

sortProperty The property to sort the results by. Currently available values are id (default),

name, and modified\_date. Note that setting expansion = modified returns results with a column added called modified, which is the last date the calculated metric was modified. When using this value for sortProperty, though, the

name of the argument is modified\_date.

debug Include the output and input of the api call in the console for debugging. Default

is FALSE

#### **Details**

This function is useful/needed to identify the specific ID of a calculated metric for use in other functions like cja\_freeform\_report.

The expansion argument accepts the following values, which will then include additional columns in the results:

- ownerFullName: adds owner.name and owner.login columns to the results (owner.id is already included by default).
- modified: adds a modified column to the output with the date (ISO 8601 format) each calculated metric was last modified.
- **definition**: adds *multiple* columns (the number will vary based on the number and complexity of calculated metrics returns) that provide the actual formula for each of the calculated metrics. This is returned from the API as a JSON object and converted into columns by the function, which means it is pretty messy, so, really, it's not recommended that you use this value.

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• **compatability**: should add a column with the products that the metric is compatible with, but this behavior has not actually been shown to be true, so this may actually do nothing if included.

- **reportSuiteName**: adds a reportSuiteName and a siteTitle column with the friendly report suite name for the RSID.
- tags: adds a column with an embedded data frame with all of the existing tags that are associated with the calculated metric. This can be a bit messy to work with, but the information is, at least, there.

Other Expansion options that are available: "dataName", "approved", "favorite", "shares", "shares-FullName", "usageSummary", "usageSummaryWithRelevancyScore", "siteTitle", "migratedIds", "isDeleted", "authorization", "legacyId", "internal", "dataGroup", "categories"

Multiple values for expansion can be included in the argument as a vector. For instance, expansion = c("tags", "modified") will add both a tags column and a modified column to the output.

#### Value

A data frame of calculated metrics and their metadata.

#### See Also

```
cja_get_metrics
```

cja\_get\_dataviews

Get data view ids

#### **Description**

This function will pull a list of data views ids that you have access to. These are similar to report suites in Adobe Analytics.

#### Usage

```
cja_get_dataviews(
  expansion = c("name"),
  parentDataGroupId = NULL,
  externalIds = NULL,
  externalParentIds = NULL,
  dataviewIds = NULL,
  includeType = NULL,
  cached = TRUE,
  limit = 1000,
  page = 0,
  sortDirection = "ASC",
  sortProperty = "id",
  debug = FALSE
)
```

18 cja\_get\_dataviews

### **Arguments**

expansion Comma-delimited list of additional fields to include on response. Options in-

clude: "name" "description" "owner" "isDeleted" "parentDataGroupId" "segmentList" "currentTimezoneOffset" "timezoneDesignator" "modified" "createdDate" "organization" "curationEnabled" "recentRecordedAccess" "sessionDefi-

nition" "externalData" "containerNames"

parentDataGroupId

Filters data views by a single parentDataGroupId

externalIds Comma-delimited list of external ids to limit the response with

externalParentIds

Comma-delimited list of external parent ids to limit the response with.

dataviewIds Comma-delimited list of data view ids to limit the response with.

includeType Include additional DataViews not owned by user. Options: "deleted"

cached return cached results. TRUE (default) or FALSE

1 number of results per page. 10 is default

page Page number (base 0 - first page is 0). 0 is default

sortProperty property to sort by (only modifiedDate and id are currently allowed). 'id' is

default

debug Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

**Expansion** available items: "name" "description" "owner" "isDeleted" "parentDataGroupId" "segmentList" "currentTimezoneOffset" "timezoneDesignator" "modified" "createdDate" "organization" "curationEnabled" "recentRecordedAccess" "sessionDefinition" "externalData" "containerNames"

#### Value

A data frame of dataview ids and their corresponding metadata

### **Examples**

```
## Not run:
cja_get_dataviews()
## End(Not run)
```

cja\_get\_dateranges 19

cja\_get\_dateranges Get a paginated list of dateranges in CJA

#### **Description**

This function allows users to pull a list of stored date ranges so that they can be reused in an analysis.

### Usage

```
cja_get_dateranges(
  locale = "en_US",
  filterByIds = NULL,
  limit = 10,
  page = 0,
  expansion = "definition",
  includeType = "all",
  debug = FALSE
)
```

#### **Arguments**

locale Locale - Default: "en\_US"

filterByIds Filter list to only include date ranges in the specified list (comma-delimited list

of IDs). This has filtered Ids from tags, approved, favorites and user specified

Ids list.

limit Number of results per page. default is 10

page Page number (base 0 - first page is "0")

expansion Comma-delimited list of additional date range metadata fields to include on re-

sponse.

includeType Include additional filters not owned by user. Default is "all". Options include:

"all" (default), "shared", "templates"

debug Used to help troubleshoot api call issues. Shows the call and result in the console

### **Details**

expansion options can include any of the following: "definition" "modified" "ownerFullName" "sharesFullName" "shares" "tags"

includeType options can include any of the following: "all", "shared", "templates"

#### Value

A data frame of dateranges and their corresponding metadata

20 cja\_get\_dimensions

#### **Examples**

```
## Not run:
cja_get_dateranges()
## End(Not run)
```

cja\_get\_dimensions

Get a list of dimensions in CJA

#### **Description**

Retrieves a list of dimensions available in a specified dataviewId

### Usage

```
cja_get_dimensions(
  dataviewId = Sys.getenv("CJA_DATAVIEW_ID"),
  expansion = "description",
  includeType = NULL,
  locale = "en_US",
  debug = FALSE
)
```

### **Arguments**

dataviewId

Required The id of the dataview for which to retrieve dimensions. If an environment variable called CJA\_DATAVIEW\_ID exists in .Renviron or elsewhere and no dataviewId argument is provided, then the CJA\_DATAVIEW\_ID value will be used. Use cja\_get\_dataviews() to get a list of available dataviewId.

expansion

Comma-delimited list of additional segment metadata fields to include on response. See Details for all options available.

Include additional segments not owned by user. Options include: "shared" "templates" "deleted" "internal"

locale

Locale - Default: "en\_US"

Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

Expansion options can include the following: "approved" "favorite" "tags" "usageSummary" "usageSummaryWithRelevancyScore" "description" "sourceFieldId" "segmentable" "required" "hide-FromReporting" "hidden" "includeExcludeSetting" "fieldDefinition" "bucketingSetting" "noValueOptionsSetting" "defaultDimensionSort" "persistenceSetting" "storageId" "tableName" "dataSetIds" "dataSetType" "type" "schemaPath" "hasData" "sourceFieldName" "schemaType" "sourceField-Type" "fromGlobalLookup" "multiValued" "precision"

cja\_get\_filter 21

#### Value

A data frame of dimensions in a specified dataview

#### **Examples**

```
## Not run:
cja_get_dimensions(dataviewId = "dv_5f4f1e2572ea0000003ce262")
## End(Not run)
```

cja\_get\_filter

Get a filter in CJA

#### **Description**

Retrieves a specific filter, also known as a segment in Adobe Analytics.

#### Usage

```
cja_get_filter(
  id = NULL,
  toBeUsedInRsid = NULL,
  locale = "en_US",
  expansion = "definition",
  debug = FALSE
)
```

### **Arguments**

id The filter id to retrieve

toBeUsedInRsid The data view where the filter is intended to be used. This data view will be

used to determine things like compatibility and permissions.

locale Locale - Default: "en\_US"

expansion Comma-delimited list of additional filter metadata fields to include on response.

See Details for all options available

debug Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

```
Expansion options can include the following: "compatibility", "definition", "internal", "modified", "isDeleted", "definitionLastModified", "createdDate", "recentRecordedAccess", "performanceScore", "owner", "dataId", "ownerFullName", "dataName", "sharesFullName", "approved", "favorite", "shares", "tags", "usageSummary", "usageSummaryWithRelevancyScore"
```

#### Value

A filter list

cja\_get\_filters

### **Examples**

```
## Not run:
cja_get_filter()
## End(Not run)
```

 $cja\_get\_filters$ 

Get a paginated list of filters in CJA

### Description

Retrieves a paginated list of filters, also known as segments in Adobe Analytics.

### Usage

```
cja_get_filters(
  expansion = NULL,
  includeType = "all",
  dataviewIds = NULL,
  ownerId = NULL,
  filterByIds = NULL,
  toBeUsedInRsid = NULL,
  locale = "en_US",
  name = NULL,
  filterByModifiedAfter = NULL,
  cached = TRUE,
  pagination = TRUE,
 limit = 10,
  page = 0,
  sortDirection = "ASC",
  sortProperty = "id",
  debug = FALSE
)
```

### Arguments

expansion	Comma-delimited list of additional segment metadata fields to include on response. See Details for all options available
includeType	Include additional filters not owned by user. Default is "all". Options include: "shared" "templates" "deleted" "internal"
dataviewIds	Filter list to only include filters tied to the specified data group ID list (commadelimited)
ownerId	Filter list to only include filters owned by the specified imsUserId
filterByIds	Filter list to only include filters in the specified list (comma-delimited list of IDs). This has filtered Ids from tags, approved, favorites and user specified Ids list.

cja\_get\_me 23

toBeUsedInRsid The report suite where the segment is intended to be used. This report suite will

be used to determine things like compatibility and permissions.

locale Locale - Default: "en\_US"

name Filter list to only include filters that contains the Name. Can only be a string

value.

filterByModifiedAfter

Filter list to only include filters modified since this date. 'yyyy-mm-dd' format

cached Return cached results. TRUE by default.

pagination Return paginated results
limit Number of results per page

page Page number (base 0 - first page is "0")

sortDirection Sort direction ('ASC' or 'DESC'). 'ASC' is default.

sortProperty Property to sort by (name, modified\_date, performanceScore, id is currently

allowed). 'id' is default

debug Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

Expansion options can include the following: "compatibility", "definition", "internal", "modified", "isDeleted", "definitionLastModified", "createdDate", "recentRecordedAccess", "performanceScore", "owner", "dataId", "ownerFullName", "dataName", "sharesFullName", "approved", "favorite", "shares", "tags", "usageSummary", "usageSummaryWithRelevancyScore"

#### Value

A data frame of company ids and company names

#### **Examples**

```
## Not run:
cja_get_filters()
## End(Not run)
```

cja\_get\_me

Get my information

#### **Description**

This function will quickly pull the list of company ids that you have access to

#### Usage

```
cja_get_me(expansion = NULL, debug = FALSE)
```

24 cja\_get\_metrics

#### **Arguments**

Comma-delimited list of additional metadata fields to include in the response. expansion

Options are 'admin'

Used to help troubleshoot api call issues. Shows the call and result in the console debug

#### Value

A list of the current user metadata

### **Examples**

```
## Not run:
cja_get_me()
## End(Not run)
```

cja\_get\_metrics

Get a list of metrics in CJA

### **Description**

Retrieves a list of metrics available in a specified dataview

### Usage

```
cja_get_metrics(
  dataviewId = Sys.getenv("CJA_DATAVIEW_ID"),
  expansion = "description",
  includeType = NULL,
  locale = "en_US",
  debug = FALSE
)
```

### **Arguments**

dataviewId	Required The id of the dataview for which to retrieve metrics. If an environment variable called CJA_DATAVIEW_ID exists in .Renviron or elsewhere and no dataviewId argument is provided, then the CJA_DATAVIEW_ID value will be used. Use cja_get_dataviews() to get a list of available dataviewId.
expansion	Comma-delimited list of additional segment metadata fields to include on response. See Details for all options available.
includeType	Include additional segments not owned by user. Options include: "shared" "templates" "deleted" "internal"

locale Locale - Default: "en\_US"

debug Used to help troubleshoot api call issues. Shows the call and result in the console cja\_get\_projects 25

#### **Details**

Expansion options can include the following: "approved" "favorite" "tags" "usageSummary" "usageSummaryWithRelevancyScore" "description" "sourceFieldId" "segmentable" "required" "hide-FromReporting" "hidden" "includeExcludeSetting" "fieldDefinition" "bucketingSetting" "noValueOptionsSetting" "defaultmetricsort" "persistenceSetting" "storageId" "tableName" "dataSetIds" "dataSetType" "type" "schemaPath" "hasData" "sourceFieldName" "schemaType" "sourceFieldType" "from-GlobalLookup" "multiValued" "precision"

#### Value

A data frame of metrics in a specified dataview

#### **Examples**

```
## Not run:
cja_get_metrics(dataviewId = "dv_5f4f1e2572ea0000003ce262")
## End(Not run)
```

cja\_get\_projects

Get a paginated list of projects in CJA

#### **Description**

Retrieves a paginated list of projects, also known as Workspace Projects.

#### Usage

```
cja_get_projects(
  includeType = "all",
  expansion = "definition",
  locale = "en_US",
  filterByIds = NULL,
  pagination = "true",
  ownerId = NULL,
  limit = 10,
  page = 0,
  debug = FALSE
)
```

#### **Arguments**

includeType Include additional filters not owned by user. Default is "all". Options include:

"all" (default) "shared"

expansion Comma-delimited list of additional segment metadata fields to include on re-

sponse. See Details for all options available

locale Locale - Default: "en\_US"

filterByIds Filter list to only include filters in the specified list (comma-delimited list of

IDs). This has filtered Ids from tags, approved, favorites and user specified Ids

list.

pagination Return paginated results

ownerId Filter list to only include filters owned by the specified imsUserId

limit Number of results per page

page Page number (base 0 - first page is "0")

debug Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

expansion options can include any of the following: "shares" "tags" "accessLevel" "modified" "externalReferences" "definition"

includeType options can include any of the following: "all", "shared"

#### Value

A data frame of projects and corresponding metadata

### **Examples**

```
## Not run:
cja_get_projects()
## End(Not run)
```

```
cja_get_project_config
```

Get a project configuration in CJA

### **Description**

Retrieves a project configuration JSON string.

#### Usage

```
cja_get_project_config(
  id = NULL,
  expansion = "definition",
  locale = "en_US",
  debug = FALSE
)
```

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### **Arguments**

id (Required) The Project id for which to retrieve information

expansion Comma-delimited list of additional segment metadata fields to include on re-

sponse. See Details for all options available

locale Locale - Default: "en\_US"

debug Used to help troubleshoot api call issues. Shows the call and result in the console

#### **Details**

expansion options can include any of the following: "shares" "tags" "accessLevel" "modified" "externalReferences" "definition"

#### Value

A project configuration list

### **Examples**

```
## Not run:
cja_get_project_config(id = '6047e0a3de6aaaaac7c3accb')
## End(Not run)
```

filter\_build

Build the filter in CJA

### **Description**

This function combines rules and/or containers and then makes the post call to create the filter in CJA.

#### Usage

```
filter_build(
  dataviewId = Sys.getenv("CJA_DATAVIEW_ID"),
  name = NULL,
  description = NULL,
  containers = NULL,
  rules = NULL,
  sequences = NULL,
  context = "hits",
  conjunction = "and",
  sequence = "in_order",
  sequence_context = "hits",
  exclude = FALSE,
  create_filter = FALSE,
```

28 filter\_build

```
debug = FALSE,
locale = "en_US",
expansion = NULL
)
```

#### **Arguments**

dataviewId CJA data view id. If an environment variable called CJA\_DATAVIEW\_ID exists

in .Renviron or elsewhere and no dataviewId argument is provided, then the CJA\_DATAVIEW\_ID value will be used. Use cja\_get\_dataviews() to get a list

of available dataviewId. Required

name This is the name of the new filter (required)

description This is the description of the filter (required)

containers List of the container(s) that make up the filter. Containers are list objects created

using the filter\_con() function.

rules List of the rules to create a filter. Rules are list objects created using the filter\_rule()

function.

sequences List of the predicate(s) and sequence container(s) that are combined to make

a filter. Sequence containers are list objects created using the filter\_seq()

function.

context Defines the level that the filter logic should operate on. Valid values are visitors,

visits, and hits. See Details

conjunction This will tell how the different containers and rules should be compared. Use

either 'and' or 'or'.

sequence Used to define if the filter should be 'in\_order' (default), 'after', or 'before' the

sequence of events

sequence\_context

Used to define the sequential items context which should be below the container

context. ex. if container context is visitors then the sequence context should be

visits or hits

exclude Excludes the main container which will include all rules. Only used when the

rule arguments are used.

create\_filter Used to determine if the filter should be created in the UI or if the definition

should be returned to be used in a freeform table API call as a global filter. Default is FALSE, which means the segment json string will be returned and the

segment will not be created in the UI.

debug This enables the api call information to show in the console for help with de-

bugging issues. default is FALSE

locale Locale. Default "en US"

expansion Comma-delimited list of additional filter metadata fields to include on response.

See Detail section for available options

filter\_con 29

#### **Details**

Context The rules in a filter have a context that specify the level of operation. The context can be visitors, visits or hits. As an example, let's build a filter rule where revenue is greater than 0 (meaning a purchase took place) and change the context to see how things change. If the context is set to visitors, the filter includes all hits from visitors that have a purchase of some kind during a visit. This is useful in analyzing customer behavior in visits leading up to a purchase and possibly behavior after a purchase. the context is set to visits, the filter includes all hits from visits where a purchase occurred. This is useful for seeing the behavior of a visitor in immediate page views leading up to the purchase. If the context is set to hit, the filter only includes hits where a purchase occurred, and no other hits. This is useful in seeing which products were most popular. In the above example, the context for the container listed is hits. This means that the container only evaluates data at the hit level, (in contrast to visit or visitor level). The rows in the container are also at the hit level.

**Expansion** Available option include the following: "compatibility" "definition" "internal" "modified" "isDeleted" "definitionLastModified" "createdDate" "recentRecordedAccess" "performanceScore" "owner" "dataId" "ownerFullName" "dataName" "sharesFullName" "approved" "favorite" "shares" "tags" "usageSummary" "usageSummaryWithRelevancyScore"

#### Value

If the filter validates it will return a data frame of the newly created filter id along with some other basic meta data. If it returns and error then the error response will be returned to help understand what needs to be corrected. If the argument create\_filter is set to FALSE, the json string will be returned in list format.

filter\_con

Create the filter container

### **Description**

This function combines rules into a container

#### Usage

```
filter_con(
  context = "hits",
  conjunction = "and",
  rules = NULL,
  exclude = FALSE
)
```

#### **Arguments**

context Defines the level that the filter logic should operate on. Valid values are visitors,

visits, and hits. See Details

conjunction This defines the relationship of the rules. The two options are "and" (default)

and "or".

30 filter\_rule

rules List of rules and/or containers. Must be wrapped in a list() function. Adding a

container list item will nest it within a containers.

exclude Exclude the entire container

#### **Details**

Context The rules in a filter have a context that specify the level of operation. The context can be visitors, visits or hits. As an example, let's build a filter rule where revenue is greater than 0 (meaning a purchase took place) and change the context to see how things change. If the context is set to 'visitors', the filter includes all hits from visitors that have a purchase of some kind during a visit. This is useful in analyzing customer behavior in visits leading up to a purchase and possibly behavior after a purchase. If the context is set to 'visits', the filter includes all hits from visits where a purchase occurred. This is useful for seeing the behavior of a visitor in immediate page views leading up to the purchase. If the context is set to hit, the filter only includes hits where a purchase occurred, and no other 'hits.' This is useful in seeing which products were most popular. In the above example, the context for the container listed is hits. This means that the container only evaluates data at the hit level, (in contrast to visit or visitor level). The rows in the container are also at the hit level.

#### Value

a structured list of containers to be used to build the filter

filter\_rule

Create the filter rule

### Description

This function creates the simple rule of a filter

#### Usage

```
filter_rule(
   dimension = NULL,
   metric = NULL,
   verb = NULL,
   object = NULL,
   description = NULL,
   is_distinct = FALSE,
   attribution = "repeating",
   attribution_context = "visitors",
   validate = FALSE,
   dataviewId = Sys.getenv("CJA_DATAVIEW_ID")
)
```

filter\_rule 31

### Arguments

dimension	This is the subject of the rule. The value should be the dimension id. Only the dimension or metric can be used at a time.
metric	This is the subject of the rule. The value should be the metric id. Only the dimension or metric can be used at a time.
verb	Choose from any of the 30 different verbs. Use the filter_verbs() package data to see all available verbs along with the descriptions.
object	This is the object of the rule and answers the question what or how many
description	The internal description for the rule. (optional) This will not show in the UI but could be very helpful when using the API.
is_distinct	This will filter on a distinct count of items within a dimension. Examples: "Visitors who viewed more than 5 distinct products," or "Visits where more than 5 distinct pages were seen."
attribution	Define the type of attribution. Either repeating (default), instance, or nonrepeating. See Details for more information.
attribution_co	ntext
	When applying a non-repeating instance attribution model to a rule the context for the attribution must be visitors (default) or visits
validate	Set to TRUE when metric or dimension validation is preferred. Default is FALSE. Validation will slow down the function response time but ensure a valid rule result.
dataviewId	CJA data view id. Required if the argument validate is set to TRUE. If an environment variable called CJA_DATAVIEW_ID exists in .Renviron or elsewhere and no dataviewId argument is provided, then the CJA_DATAVIEW_ID value will be used. Use cja_get_dataviews() to get a list of available dataviewId.

#### **Details**

**Attribution Models** Available for dimensions only, these models determine what values in a dimension to filter for. Dimension models are particularly useful in sequential filter.

- repeating (default): Includes instances and persisted values for the dimension.
- instance: Includes instances for the dimension.
- *nonrepeating* instance: Includes unique instances (non-repeating) for the dimension. This is the model applied in Flow when repeat instances are excluded.

#### Value

A structured list defining the rule for a filter

32 filter\_seq

filter\_seq

Create the filter sequence container

### **Description**

This function combines rules into a sequence container

#### Usage

```
filter_seq(
  context = "visits",
  rules = NULL,
  sequence = "in_order",
  exclude = FALSE,
  exclude_checkpoint = NULL
)
```

#### **Arguments**

context Defines the level that the filter logic should operate on. Valid values for sequen-

tial filters is visitors and visits. See Details

rules List of rules created using filter\_rule() function. Must wrapped in a list()

function.

sequence How should the sequence of items be considered. Options: in\_order (default),

before, after, and, or

exclude Excludes the entire sequence container which will include all rules.

exclude\_checkpoint

Which checkpoints (rules) should be excluded. Example c(1, 4). See Details

#### **Details**

#### Context

The rules in a filter have a context that specify the level of operation. The context can be visitors, visits or hits. As an example, let's build a filter rule where revenue is greater than 0 (meaning a purchase took place) and change the context to see how things change. If the context is set to visitors, the filter includes all hits from visitors that have a purchase of some kind during a visit. This is useful in analyzing customer behavior in visits leading up to a purchase and possibly behavior after a purchase. the context is set to visits, the filter includes all hits from visits where a purchase occurred. This is useful for seeing the behavior of a visitor in immediate page views leading up to the purchase. If the context is set to hit, the filter only includes hits where a purchase occurred, and no other hits. This is useful in seeing which products were most popular. In the above example, the context for the container listed is hits. This means that the container only evaluates data at the hit level, (in contrast to visit or visitor level). The rows in the container are also at the hit level.

#### **Exclude checkpoint**

33 filter\_then

Ensures the next checkpoint doesn't happen between the preceding checkpoint and the subsequent checkpoint. If there is no subsequent checkpoint then the excluded checkpoint must not occur at any point after the preceding checkpoint. If there is no preceding checkpoint then the excluded checkpoint must not have occurred at any point preceding the subsequent checkpoint.

#### More Information

Sequential filters can be difficult to get right. Referencing this article can help: https://experienceleague.adobe.com/docs/analplatform/using/cja-components/cja-filters/filters-overview.html?lang=en

### Value

a structured list of containers to be used to build the filter

|--|

#### **Description**

This function creates a 'then' list object which restricts the time constraint of a filter to be added to a sequence filter.

### Usage

```
filter_then(limit = "within", count = 1, unit = "year")
```

#### **Arguments**

limit	The limitation of the restriction. Either within (default) or after
count	How many of the units should be used. 1 is set as default.

unit

A unit of time. Valid values are hit, visit, minute, hour, day, week (default),

month, quarter, or year. Always use the singular form.

#### **Details**

#### **Combining filter\_then arguments:**

In the UI you can add 'after' and 'within' statements to create a more complex time restriction. The same can be accomplished using this function by listing the limits, counts, and units in a c() function. This would look like: limit = c('within', 'after'), count = c(5, 1), unit = c('hit', 'visit')

### Using within and after in the same time filter\_then function call:

Time restrictions can only be combined using 'within' first before 'after'. The function will automatically align these to be in the correct list item order.

#### A word about unit values:

Currently pageviews and dimensions are not supported unit values.

#### Value

a structured list of time restrictions to be used to build the sequential filter

filter\_verbs

filter\_val

Validate a filter in CJA

#### **Description**

Returns a filter validation for a filter contained in a json string object.

#### Usage

```
filter_val(filter_body = NULL, debug = FALSE)
```

#### **Arguments**

filter\_body The json string of the filter that is being validated (required)

debug This enables the api call information to show in the console for help with de-

bugging issues. default is FALSE

#### Value

A validation True or False response

filter\_verbs

Verbs available to be used in filter rules.

#### **Description**

A dataset containing the list of available verbs which can be used in filters.

#### Usage

filter\_verbs

### **Format**

A data frame with 34 rows and 5 variables:

type one of number, string, or exists

class gives the context of the type of value is expected, either string, list, glob, number, or exists

verb the actual verb id to be used in the segment defition

description a simple description of the verb

arg specifies what argument to use when building the segment verb function ...

#### Source

https://experienceleague.adobe.com/docs/analytics-platform/using/cja-components/cja-filters/operators.html?lang=en

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