

Package: wtmap (via r-universe)

October 9, 2026

Title Access to Public Who Targets Me API

Version 0.0.0.9000

Description Access to Public Who Targets Me API.

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Encoding UTF-8

LazyData true

Roxygen list(markdown = TRUE)

RoxygenNote 7.1.1

URL <https://github.com/favstats/wtmap>

BugReports <https://github.com/favstats/wtmap/issues>

Imports magrittr, dplyr, purrr, stringr, rlist, glue, http

Suggests testthat (>= 3.0.0), rmarkdown

Config/pak/sysreqs libicu-dev libxml2-dev libssl-dev

Repository <https://favstats.r-universe.dev>

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RemoteUrl <https://github.com/favstats/wtmap>

RemoteRef HEAD

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Description

The goal of wtm_get is to provide access to the [public data API](#) of [Who Targets Me](#).

Usage

```
wtm_get(
  endpoint,
  country = NULL,
  party = NULL,
  limit = NULL,
  skip = NULL,
  selects = NULL,
  sort_by = NULL,
  sort_dir = 1,
  values_in_var = NULL,
  values_nin_var = NULL,
  lt = NULL,
  lte = NULL,
  gt = NULL,
  gte = NULL,
  ne = NULL,
  or = NULL,
  ...,
  raw = F
)
```

Arguments

endpoint	the API endpoint you want to retrieve. currently supports: candidates-impressions, candidates-targeting-methods and impressions-daily-totals.
country	which country to retrieve data from (ISO2). Examples: "DE", "US" etc.
party	which party to retrieve data from. Examples: "CDU", "Biden" etc.
limit	will return only the number of results you specify
skip	will skip the specified number of results
selects	allows to pick which fields to include in the result, chr or vector of chrs
sort_by	will sort based on the variable you provide (chr)
sort_dir	sort direction (1 ascending, -1 descending) (default = 1)
values_in_var	find all records where the property does (\$in) match any of the given values. Input is a list: <code>list(variable = c(1:3))</code> .
values_nin_var	find all records where the property does not (\$nin) match any of the given values. Input is a list: <code>list(variable = c(1:3))</code> .

lt	find all records where the value is less (\$lt) to a given value. Input is a list: <code>list(variable = c(1:3))</code> .
lte	find all records where the value is less and equal (\$lte) to a given value. Input is a list: <code>list(variable = c(1:3))</code> .
gt	find all records where the value is more (\$gt) to a given value. Input is a list: <code>list(variable = c(1:3))</code> .
gte	find all records where the value is more and equal (\$gte) to a given value. Input is a list: <code>list(variable = c(1:3))</code> .
ne	find all records that do not equal the given property value. Input is a list: <code>list(variable = c(1:3))</code> .
or	find all records that match any of the given criteria. Specify the params as chr (vector) that should be combined with an \$or statement. Example: <code>c("values_in_var", "gt")</code> .
...	additional arguments you can pass to test for equality. Example = <code>facebookName = PragerU</code> retrieves all entries by advertiser PragerU.
raw	whether to return the raw GET request or a tidy data frame (defaults to FALSE)

Examples

```
# retrieve all advertiser targeting methods in the use
# that have a greater or equal value of `bct = 1`.
wtm_get(endpoint = "candidates-targeting-methods",
        country = "US",
        gte = list(bct = 1))

# retrieve all advertiser targeting methods in the use
# that have a greater or equal value of `bct = 1` OR
# `custom_audiences_lookalike = 20`.
wtm_get(endpoint = "candidates-targeting-methods",
        country = "US",
        gte = list(bct = 1),
        value_in_var = list(custom_audiences_lookalike = 20),
        or = c("gte", "value_in_var"))
```

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