

Package: wtmapi (via r-universe)

May 12, 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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Roxygen list(markdown = TRUE)

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

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

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

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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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

<code>endpoint</code>	the API endpoint you want to retrieve. currently supports: candidates-impressions, candidates-targeting-methods and impressions-daily-totals.
<code>country</code>	which country to retrieve data from (ISO2). Examples: "DE", "US" etc.
<code>party</code>	which party to retrieve data from. Examples: "CDU", "Biden" etc.
<code>limit</code>	will return only the number of results you specify
<code>skip</code>	will skip the specified number of results
<code>selects</code>	allows to pick which fields to include in the result, chr or vector of chrs
<code>sort_by</code>	will sort based on the variable you provide (chr)
<code>sort_dir</code>	sort direction (1 ascending, -1 descending) (default = 1)
<code>values_in_var</code>	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> .
<code>values_nin_var</code>	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 (<code>\$lt</code>) 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 (<code>\$lte</code>) to a given value. Input is a list: <code>list(variable = c(1:3))</code> .
gt	find all records where the value is more (<code>\$gt</code>) 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 (<code>\$gte</code>) 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 <code>\$or</code> 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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