

Package ‘measurementProtocol’

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Type Package

Version 0.1.0

Title Send Data from R to the Measurement Protocol

Description Send server-side tracking data from R.

The Measurement Protocol version 2

<<https://developers.google.com/analytics/devguides/collection/protocol/ga4>>
allows sending HTTP tracking events from R code.

URL <https://code.markedmondson.me/measurementProtocol/>

BugReports <https://github.com/MarkEdmondson1234/measurementProtocol>

Depends R (>= 3.3.0)

Imports assertthat (>= 0.2.0), cli, httr (>= 1.3.1), jsonlite (>= 1.5), rappdirs (>= 0.3.3), stats, utils

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Suggests rmarkdown, knitr, testthat (>= 3.0.0)

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mp_cid	<i>Generate a random client_id</i>
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Description

This has a random number plus a timestamp

Usage

```
mp_cid(seed = NULL)
```

Arguments

seed If you set a seed, then the random number will be the same for each value

Value

A string suitable as an Id with a random number plus a timestamp delimited by a period.

See Also

Other Measurement Protocol functions: [mp_event_item\(\)](#), [mp_event\(\)](#), [mp_send\(\)](#)

Examples

```
# random Id
mp_cid()

# fix the random number (but not the timestamp)
mp_cid(1)
```

mp_event	<i>Create a Measurement Protocol Event</i>
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Description

[Experimental] This creates an event to send via [mp_send](#)

Usage

```
mp_event(name, params = NULL, items = NULL)
```

Arguments

name	The event name to send in
params	Optional event parameters sent in as a named list
items	Optional items created via mp_event_item

Value

An mp_event object

See Also

Other Measurement Protocol functions: [mp_cid\(\)](#), [mp_event_item\(\)](#), [mp_send\(\)](#)

Examples

```
mp_event("custom_event")
mp_event("custom_event", params = list(my_param = "SUPER"))
```

mp_event_item	<i>Create an Measurement Protocol Item Property for an Event</i>
---------------	--

Description

[Experimental] Some events work with item properties

Usage

```
mp_event_item(  
  item_id = NULL,  
  item_name = NULL,  
  coupon = NULL,  
  discount = NULL,  
  affiliation = NULL,  
  item_brand = NULL,  
  item_category = NULL,  
  item_variant = NULL,  
  price = NULL,  
  currency = NULL  
)
```

Arguments

item_id	Item ID
item_name	Item Name
coupon	Coupon
discount	Discount
affiliation	Affiliation
item_brand	Brand
item_category	Category
item_variant	Variant
price	Price
currency	Currency

Value

An mp_event_item object

See Also

Other Measurement Protocol functions: [mp_cid\(\)](#), [mp_event\(\)](#), [mp_send\(\)](#)

Examples

```
# one item  
mp_event_item(item_name = "jeggings",  
              price = 8.88,  
              item_variant = "Black")  
  
# many items in a list  
items <- list(  
  mp_event_item(item_id = "SKU_12345",  
                price = 9.99,  
                item_brand = "Gucci"),
```

```
mp_event_item(item_name = "jeggings",
              price = 8.88,
              item_variant = "Black"))

# construct an event with its own fields
mp_event("add_payment_info",
        params = list(coupon = "SUMMER_FUN",
                      payment_type = "Credit Card",
                      value = 7.77,
                      currency = "USD"),
        items = items)
```

mp_opt_in	<i>Tracking opt-in for this package</i>
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Description

This is the opt-in function for this package, using [mp_trackme](#)

Usage

```
mp_opt_in()
```

Value

No return value, called for side effects

mp_send	<i>Make a Measurement Protocol v2 request</i>
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Description

[Experimental] Create a server side call to Google Analytics 4 via its Measurement Protocol
Use [mp_connection](#) to set up the Measurement Protocol connections to pass to [mp_send](#). If using Google Tag Manager Server-Side, you can also set up a custom endpoint.

Usage

```
mp_send(  
  events,  
  client_id,  
  connection,  
  user_id = NULL,  
  debug_call = FALSE,  
  timestamp_micros = NULL,
```

```

    user_properties = NULL,
    non_personalized_ads = TRUE
)

mp_connection(
  measurement_id,
  api_secret = Sys.getenv("MP_SECRET"),
  endpoint = NULL,
  preview_header = NULL
)

```

Arguments

events	The events to send
client_id	The client_id to associate with the event
connection	The connection details created by mp_connection
user_id	Optional. Unique id for the user
debug_call	Send hits to the Google debug endpoint to validate hits.
timestamp_micros	Optional. A Unix timestamp (in microseconds) for the time to associate with the event.
user_properties	Optional. The user properties for the measurement sent in as a named list.
non_personalized_ads	Optional. Set to true to indicate these events should not be used for personalized ads.
measurement_id	The measurement ID associated with a stream
api_secret	The secret generated in the GA4 UI - by default will look for environment arg MP_SECRET
endpoint	If NULL will use Google default, otherwise set to the URL of your Measurement Protocol custom endpoint
preview_header	Only needed for custom endpoints. The X-Gtm-Server-Preview HTTP Header found in your GTM debugger

Details

Create an API secret via Admin > Data Streams > choose your stream > Measurement Protocol > Create

To see event parameters, create custom fields in your GA4 account first, to see them in your reports 24hrs after you send them in with this function via Custom definitions > Create custom dimensions - dimension name will be how it looks like in the reports, event parameter will be the parameter you have sent in with the event.

user_id can be used for [cross-platform analysis](#)

timestamp_micros should only be set to record events that happened in the past. This value can be overridden via user_property or event timestamps. Events can be backdated up to 48 hours. Note microseconds, not milliseconds.

`user_properties` - describe segments of your user base, such as language preference or geographic location. See [User properties](#)

Ensure you also have user permission as specified in the [feature policy](#)

Invalid events are silently rejected with a 204 response, so use `debug_call=TRUE` to validate your events first.

Value

TRUE if successfully sent the hit. If `debug_call=TRUE` then the JSON response from the debugger endpoint

TRUE if successful, if `debug_call=TRUE` then validation messages if not a valid hit.

An `mp_connection` class object

See Also

[Measurement Protocol \(Google Analytics 4\)](#)

Other Measurement Protocol functions: [mp_cid\(\)](#), [mp_event_item\(\)](#), [mp_event\(\)](#)

Examples

```
# preferably set this in .Renviro
Sys.setenv(MP_SECRET="MY_SECRET")

# your GA4 settings
my_measurement_id <- "G-1234"

my_connection <- mp_connection(my_measurement_id)

a_client_id <- 123.456
event <- mp_event("an_event")
mp_send(event, a_client_id, my_connection, debug_call = TRUE)

# multiple events at same time in a batch
another <- mp_event("another_event")

mp_send(list(event, another),
        a_client_id,
        my_connection,
        debug_call = TRUE)

## Not run:
# you can see sent events in the real-time reports
library(googleAnalyticsR)
my_property_id <- 206670707
ga_data(my_property_id,
        dimensions = "eventName",
        metrics = "eventCount",
        dim_filters = ga_data_filter(
          eventName == c("an_event", "another_event")),
        realtime = TRUE)
```

```
## End(Not run)

# custom GTM server side endpoint
my_custom_connection <- mp_connection(
  my_measurement_id,
  endpoint = "https://gtm.example.com",
  preview_header = "ZW52LTV80WdPOExNWFkYjA0Njk4NmQ="
)
```

mp_trackme

Opt in or out of package usage tracking

Description

You can opt-in or out to sending a measurement protocol hit when you load the package for use in the package's statistics via this function. No personal data is collected.

If you opt in, this is the function that fires. You can use `debug_call=TRUE` to see what would be sent before opting in or out.

Usage

```
mp_trackme(package)

mp_trackme_event(
  package,
  debug_call = FALSE,
  say_hello = NULL,
  opt_in_function = NULL
)
```

Arguments

package	The package name
debug_call	Set as a debug event to see what would be sent
say_hello	If you want to add your own custom message to the event sent, add it here!
opt_in_function	The name of the function for a user to opt-in

Details

Running this function will send a Measurement Protocol hit via [mp_send](#) only if the cache file is present

Value

No return value, called for side effects

Examples

```
# control your tracking choices via a menu if in interactive session
if(interactive()){
  mp_trackme()
}

# this only works with a valid opt-in file present
mp_trackme_event("googleAnalyticsR")

# see what data is sent
mp_trackme_event("googleAnalyticsR", debug_call=TRUE)

# add your own message!
mp_trackme_event("googleAnalyticsR",
                 debug_call = TRUE,
                 say_hello = "err hello Mark")

# placed in .onAttach with function name
.onAttach <- function(libname, pkgname){
  measurementProtocol::mp_trackme_event(pkgname, opt_in_function = "mp_opt_in")
}
```

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