

Question: What is the long-term value of my marketing campaigns?

title: "Google Analytics with R Project"

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date: "10/31/2020"

output: pdf_document

```
``{r setup, include=FALSE}
```

```
query.list <- Init(start.date = "2014-09-01",  
  end.date = "2014-11-29",  
  dimensions = "ga:date",  
  metrics = "ga:transactions,ga:transactionRevenue",  
  segment = "users::sequence::^ga:userType==New%20Visitor;dateOfSession<>2014-09-01_2014-09-07;ga:campaign==Campaign%20A;->>perSession::ga:transactions>0",  
  max.results = 10000,  
  sort = "ga:date",  
  table.id = tableId)
```

```
knitr::opts_chunk$set(echo = TRUE)
```
