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A/B Split Testing

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to the act of running an experiment with two variants to test which one performs better in a certain environment or context. This can help you to understand what your target audience likes and dislikes about the owned property you’re testing on, whether that’s your website, social channels or advertising platforms.

Ad extensions

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to the additional information underneath a Google Ad. This can consist of sitelinks, callouts, pricing etc – just any further information about the company or the product offering. The more lengthy the ad, the more increased visibility the ad will receive on the search page, thus increasing its click-through rate.

Ad group

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A collection of ads that target the same keyword set.

Ad relevance

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Mainly used in paid search to measure how closely related keywords are to ads.

Adult

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Adult traffic includes websites that publish or distribute explicit content intended for users aged 18 years or older.

Examples include:

- Adult video websites
- Adult image galleries
- Webcam platforms
- Adult communities
- Erotic blogs
- Adult entertainment portals

> DAO.AD supports **Adult traffic** provided that it complies with the platform's policies and successfully passes moderation.

Typical Characteristics

- Intended for adult audiences only
- Contains explicit sexual content
- Subject to platform moderation
- Advertiser demand and available formats may differ from Mainstream traffic

Attribution

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Attribution determines which marketing channel or touchpoint should be credited for a conversion, such as a sale or lead. In digital marketing, this involves analysing whether the success of a conversion is attributed to the first interaction, the last interaction, or is distributed across multiple touchpoints throughout the customer journey. Various attribution models offer different approaches, including first-click, last-click, linear, time decay, and position-based models. Each model provides unique insights and carries its advantages and limitations. Understanding and selecting the most appropriate attribution model is crucial for accurately reflecting the performance of each channel and optimising marketing efforts.

B2B

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

B2B stands for ‘Business-to-Business’ and refers to companies that trade solely with each other, and not to the public.

B2C

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

B2C stands for ‘Business-to-Consumer’ and refers to companies that trade to the public.

Backlink

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A backlink is an external link that points back to your website. An example would be an online publication linking to your website from an article. Building backlinks to your site, known as “link building”, is often regarded as one of the most important ranking considerations along with content creation and technical SEO.

Banner Ad

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A type of advertisement displayed on a webpage, usually served by an ad network or display network including an image or text. Banner ads can either be static or animated and typically includes a hyperlink with the purpose of driving traffic to a website or landing page.

Bid

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A term mostly used in paid search that marketers place on keywords so that their ads rank higher. It is the highest amount you are willing to pay per click.

Used In

- Bid Adjustments

Bid Strategy

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A bidding scheme in Google Ads designed to better target your goals. Can choose from 3 bid types; pay per click, pay per conversion, pay per impressions to help tailor campaigns towards different marketing goals.

Used In

- Bid Adjustments

Blackhat

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Blackhat SEO is bad practice, commonly used to describe practices that fall outside Google’s guidelines. This includes, but is not limited to, keyword stuffing and paying for links from a spammy site.

Bounce Rate

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Bounce Rate is the percentage of users who visit your site and leave without engaging with any other pages. This percentage can be used to improve the relevance of your content. Bounce rate can be applied at both page- and site-level.

Broken links

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A broken link or dead link is a link on a web page that no longer exists because the target page does not exist at that time. This can include an improper URL if the website has removed the linked web page, if the web page no longer exists, or if a server error is occurring. For more information, see ‘404 Not Found‘ and ‘5XX Server Errors‘.

Campaign

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A sequence or collection of marketing activities aimed at achieving a definitive goal. Campaigns are usually created for a dedicated marketing channel such as a social media campaign, an email campaign, or a paid search campaign. In paid media, a campaign can usually consist of ad groups, each targeting different keywords, including various ads.

Used in

- Create a push campaign
- Create an in-page push campaign
- Create Creative Push and Inpage Push

Canonical Tag/Rel=Canonical

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A canonical is an HTML attribute that refers to a site owner’s preferred or master version of a web page. Using a canonical tag helps to consolidate duplicate issues in a search engine’s index if the content is the same or similar across multiple pages. Canonical tags can be honoured or ignored by search engines depending on the reason they’re used.

Causal impact

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Causal Impact is a method of proving that something has happened or is happening because of something else – e.g. that revenue increased because media spend increased. As an example, incrementality testing is a causal study, which indicates that one event is caused by another event.

CMS

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CMS stands for ‘Content Management System’. These are the platforms that make adding and editing your website content easier. For example, WordPress, Magento, Drupal.

Content

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Information made available by a website, apps or social media to be consumed by web users. Content comes in different formats and can be written, visual or audiovisual.

Used in

- Create Creative Push and Inpage Push

Content Categorisation

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

The organisation of web pages into their categories of purpose.

Conversion

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A conversion refers to the completion of a desired action on your website by a user. It is commonly used to describe the purchase of a product, but for lead generation websites, it could be the completion of a contact form or a telephone call.

Conversion Funnel

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

The conversion funnel describes the journey a user takes before purchasing a product or service. The AIDA model is perhaps the most common conversion funnel framework, identified by four distinct steps, i.e. Awareness, Interest, Desire and Action. This conversion funnel can be optimised on-site through Conversion Rate Optimisation (CRO), in which the user journey is analysed and improved, or via several touchpoints throughout your owned and earned media.

Conversion Rate

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A Conversion Rate is the percentage of website visitors who have completed an action on a site, be that macro or micro, such as buying a product or signing up for a newsletter. High conversion rates could also mean that prices are too low and you’re actually missing out on revenue, or that you’re tracking meaningless action as conversions.

Cookies

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A cookie is a small piece of data which is stored on a users computer when they visit a website. Cookies enable websites to remember information and record the user’s browsing activity. In digital marketing, cookies can be used to retarget a user through paid marketing, to encourage them to purchase an item which they have previously viewed.

Copywriting

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Copywriting is the process of writing content for your website. When writing with SEO in mind, copywriting involves using relevant keywords, headings and many other relevancy factors to help your page rank higher on search engines.

CPA

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CPA stands for “Cost Per Acquisition” and refers to the price paid when any marketing activity results in a conversion. It is calculated by dividing the overall cost spent on marketing activity and dividing it by the total number of conversions.

CPA Goal

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CPA Goal is a Smart Type optimization strategy that automatically adjusts traffic purchasing to help achieve your target cost per acquisition (CPA).

With CPA Goal, you specify the maximum target cost per conversion.

The DAO.AD optimization engine continuously evaluates incoming traffic and adjusts bidding in real time to maximize conversions while keeping the average CPA as close as possible to your target.

Actual CPA may vary depending on available traffic, competition, and campaign settings.

Benefits

- Optimizes toward your desired CPA.
- Automatically adjusts bidding in real time.
- Helps maximize conversion volume within your budget.
- Reduces manual bid management.

CPC

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CPC stands for “Cost Per Click” and refers to the price an advertiser pays when a user clicks on their advertisement once.

CPL

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CPL stands for “Cost Per Lead” and refers to the amount you pay for each lead generated by a campaign.

CPM

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CPM stands for “Cost Per Mille” and refers to the amount you pay for impressions.

Crawler

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

When we refer to a web crawler, we refer to software applications that discover new and updated content across the internet. Search engine crawlers do this by following links before sending this content to the indexer where interpretation of its context, relevancy and trustworthiness begins. Crawlers can also be referred to as “bots”, “robots”, “spiders” or “user-agents”.

CRO

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CRO stands for “Conversion Rate Optimisation”. This is the practice of improving the user journey on your website to increase the percentage of sessions which result in a goal or transaction, otherwise known as a “Conversion”.

CSS

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CSS stands for “Cascading Style Sheet” and is used to format the layout and appearance of a web page. For example, you can define text style, font colour and tables using CSS.

CTA

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CTA stands for “Call to Action”. This may be a button or statement which encourages users to get in touch or buy your product/service.

CTR

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

CTR stands for “Click-Through Rate”. This is the number of times that users have clicked on a desired hyperlink, versus the total number of users who view the page where the link resides.

Customer Data Platforms

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Also known as a CDP, centralises data from multiple sources into a unified customer database. Unlike traditional systems, CDPs collect, clean, and consolidate data in real-time, ensuring accurate, deduplicated records. This unified view enables marketers to enhance segmentation, personalisation, and analytics.

Customer Relationship Management

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Also known as CRM, are systems designed to manage and analyse customer interactions and relationships throughout the customer lifecycle. CRMs facilitate effective communication, track sales, and enhance customer service by storing valuable information about customers and their behaviours. Many CRMs also have the capability to integrate additional customer data from various sources, enabling businesses to create a comprehensive single-customer view.