

# 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.

## Used in

- [Statistics API](#)
- [Campaign Management API](#)

## Last Updated

2026-07-05 · Owner: wiki@dao.ad

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Revision #2

Created 5 July 2026 09:35:19 by Waleriidao

Updated 5 July 2026 09:35:56 by Waleriidao