

# 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.

## Used in

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

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