

# 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.

## Used in

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

## Last Updated

2026-07-05 · Owner: wiki@dao.ad

---

Revision #2

Created 5 July 2026 09:39:00 by Waleriidao

Updated 5 July 2026 09:39:07 by Waleriidao