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.

Revision #3
Created 5 July 2026 09:39:00 by Waleriidao
Updated 19 July 2026 19:28:34 by Waleriidao