

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.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 09:40:21 by Waleriidao

Updated 5 July 2026 09:40:29 by Waleriidao