

# Campaign

## Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

## Definition

A sequence or collection of marketing activities aimed at achieving a definitive goal. Campaigns are usually created for a dedicated marketing channel such as a social media campaign, an email campaign, or a paid search campaign. In paid media, a campaign can usually consist of ad groups, each targeting different keywords, including various ads.

## Used in

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

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