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

- Create a push campaign
- Create an in-page push campaign
- Create Creative Push and Inpage Push

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