Causal impact

Summary

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

Definition

Causal Impact is a method of proving that something has happened or is happening because of something else – e.g. that revenue increased because media spend increased. As an example, incrementality testing is a causal study, which indicates that one event is caused by another event.

Revision #3
Created 5 July 2026 09:41:42 by Waleriidao
Updated 19 July 2026 19:28:34 by Waleriidao