

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.

Used in

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

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