

Conversion Rate

Summary

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

Definition

A Conversion Rate is the percentage of website visitors who have completed an action on a site, be that macro or micro, such as buying a product or signing up for a newsletter. High conversion rates could also mean that prices are too low and you're actually missing out on revenue, or that you're tracking meaningless action as conversions.

Used in

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

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