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.

Revision #3
Created 5 July 2026 09:43:48 by Waleriidao
Updated 19 July 2026 19:28:34 by Waleriidao