

Cookies

Summary

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

Definition

A cookie is a small piece of data which is stored on a users computer when they visit a website. Cookies enable websites to remember information and record the user's browsing activity. In digital marketing, cookies can be used to retarget a user through paid marketing, to encourage them to purchase an item which they have previously viewed.

Used in

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

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