

CPA Goal

Summary

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

Definition

CPA Goal is a Smart Type optimization strategy that automatically adjusts traffic purchasing to help achieve your target cost per acquisition (CPA).

With CPA Goal, you specify the maximum target cost per conversion.

The DAO.AD optimization engine continuously evaluates incoming traffic and adjusts bidding in real time to maximize conversions while keeping the average CPA as close as possible to your target.

Actual CPA may vary depending on available traffic, competition, and campaign settings.

Benefits

- Optimizes toward your desired CPA.
- Automatically adjusts bidding in real time.
- Helps maximize conversion volume within your budget.
- Reduces manual bid management.

Revision #2

Created 24 July 2026 15:58:48 by Waleriidaao

Updated 24 July 2026 16:00:42 by Waleriidaao