CPC

Summary

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

Definition

CPC stands for “Cost Per Click” and refers to the price an advertiser pays when a user clicks on their advertisement once.

Revision #3
Created 5 July 2026 09:45:01 by Waleriidao
Updated 19 July 2026 19:28:34 by Waleriidao