CRO

Summary

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

Definition

CRO stands for “Conversion Rate Optimisation”. This is the practice of improving the user journey on your website to increase the percentage of sessions which result in a goal or transaction, otherwise known as a “Conversion”.

Revision #3
Created 5 July 2026 09:46:37 by Waleriidao
Updated 19 July 2026 19:28:34 by Waleriidao