

# CTR

## Summary

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

## Definition

CTR stands for “Click-Through Rate”. This is the number of times that users have clicked on a desired hyperlink, versus the total number of users who view the page where the link resides.

## Used in

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

## Last Updated

2026-07-05 · Owner: [wiki@dao.ad](mailto:wiki@dao.ad)

---

Revision #2

Created 5 July 2026 09:47:21 by Waleriidao

Updated 5 July 2026 09:47:29 by Waleriidao