

# Customer Data Platforms

## Summary

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

## Definition

Also known as a CDP, centralises data from multiple sources into a unified customer database. Unlike traditional systems, CDPs collect, clean, and consolidate data in real-time, ensuring accurate, deduplicated records. This unified view enables marketers to enhance segmentation, personalisation, and analytics.

## Used in

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

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