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Data Management Platforms

Summary

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

Definition

Also known as a DMP, collect, organise, and manage customer and third-party data to enable targeted advertising across various channels. DMPs aggregate data from multiple sources, such as websites, apps, and offline systems, to create audience segments, which are then used for more precise ad targeting.

Digital Marketing

Summary

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

Definition

A term used to associate marketing techniques with digital technologies like the internet. It embraces all marketing that uses digital devices, utilising digital channels such as search engines, display networks, social media and email. It also involves marketing analytics tools that help to monitor the activity and performance of various digital channels.

Digital PR

Summary

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

Definition

Digital PR (public relations) is the act of building links through online campaigns, thought-leadership articles and expert comments. PR teams have strong relationships with journalists, who can work for authoritative websites.

Display Advertising

Summary

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

Definition

A form of digital advertising that makes use of banners and/or other visual media and is distributed through a display network to third-parties.

Display Network

Summary

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

Definition

A digital network that distributes and displays your ads.

DR

Summary

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

Definition

DR stands for Domain Rating. It is a links metric created by the marketing platform, ‘Ahrefs’ to define the authority and ranking potential a website holds. A similar metric to this is DA, or Domain Authority which was created by Moz, another marketing platform. The higher the domain rating, the more authority and ranking potential a website has.

Earned Media

Summary

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

Definition

The placement of an asset, be that digital or physical, that has been achieved on a third-party platform via promotional efforts. Earned placements can be secured via organic or paid means.

Ecommerce

Summary

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

Definition

Refers to “Electronic Commerce” and classifies businesses that sell online. For example, a common ecommerce business can include that of an online retailer that sells products directly to its consumers.

Econometrics

Summary

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

Definition

Econometrics employs statistical methods like Marketing Mix Modeling (MMM) to analyse and predict the effects of various marketing factors. Through statistical techniques such as linear regression, econometrics helps in understanding relationships between marketing inputs (like advertising spend) and outcomes (such as conversions). These methods enable businesses to forecast trends, optimise marketing strategies, and make informed decisions based on data-driven insights.

E-E-A-T

Summary

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

Definition

Experience, Expertise, Authoritativeness, and Trustworthiness, serve as Google’s quality criteria to assess the credibility and relevance of web pages and websites. It’s important to note here that it is not a ranking factor of Google’s search algorithm, but a component of Google’s Search Quality Rater Guidelines to assess the expertise of content.

Email Marketing

Summary

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

Definition

A marketing method that uses email to promote a brand or product.

Engagement Rate

Summary

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

Definition

A type of metric that indicates the level of engagement within your social media account, website or app. It can be calculated by adding the number of likes, shares and comments and dividing it by the total number of followers.

Evergreen Content

Summary

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

Definition

Evergreen content refers to supporting content on a webpage which is always relevant and fresh to a business’ product or service. Case studies and how-to guides are examples of content which users will always be interested in reading.

Facebook Advertising

Summary

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

Definition

Refers to the Facebook Ad Network, allowing users to market their brand, product and/or service to reach consumers within the Facebook Community. The platform provides a range of ad types designed to be specific to the marketer’s goals. It is unique to Google and other ad networks, as it doesn’t use keywords and that the audiences are based on vast demographic information from Facebook user information.

Facebook Audience Insights

Summary

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

Definition

Refers to a Facebook tool used by marketers to target audiences, including aggregate information regarding demographics, geography, consumer purchase behaviour and more. It provides marketers with trends about their current and potential customers across Facebook.

Facebook Business Page

Summary

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

Definition

Refers to a marketer’s business profile page on the Facebook social media platform. The page is similar to a personal Facebook page; only it is dedicated to a business. Any type of businesses can use a Facebook Business Page to promote their brands, product and services.

Facebook Live

Summary

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

Definition

Refers to a basic feature that offers live streaming video capability to Facebook users.

Featured Snippet

Summary

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

Definition

A featured snippet is a search result box which sits within the search results page. The purpose is to answer the user’s query before they click on a search result. You can achieve featured snippets by answering specific questions in a clear and concise way.

First Party Data

Summary

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

Definition

This is data collected by a business directly from its audience. This can include data about actions users take on a website, CRM data, survey responses and more. This is the most reliable data that a business holds, and it can reduce the reliance on third-party data.