

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.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 09:59:01 by Waleriidao

Updated 5 July 2026 09:59:15 by Waleriidao