

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.

Used in

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

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