

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.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 09:59:36 by Waleriidao

Updated 5 July 2026 09:59:42 by Waleriidao