

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.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:00:26 by Waleriidao

Updated 5 July 2026 10:00:33 by Waleriidao