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.

Revision #3
Created 5 July 2026 10:01:09 by Waleriidao
Updated 19 July 2026 13:06:32 by Waleriidao