

Engagement Rate

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A type of metric that indicates the level of engagement within your social media account, website or app. It can be calculated by adding the number of likes, shares and comments and dividing it by the total number of followers.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:01:57 by Waleriidao

Updated 5 July 2026 10:02:04 by Waleriidao