Facebook Advertising

Summary

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

Definition

Refers to the Facebook Ad Network, allowing users to market their brand, product and/or service to reach consumers within the Facebook Community. The platform provides a range of ad types designed to be specific to the marketer’s goals. It is unique to Google and other ad networks, as it doesn’t use keywords and that the audiences are based on vast demographic information from Facebook user information.

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