

Facebook Audience Insights

Summary

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

Definition

Refers to a Facebook tool used by marketers to target audiences, including aggregate information regarding demographics, geography, consumer purchase behaviour and more. It provides marketers with trends about their current and potential customers across Facebook.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:02:41 by Waleriidao

Updated 5 July 2026 10:02:54 by Waleriidao