

Facebook Business Page

Summary

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

Definition

Refers to a marketer's business profile page on the Facebook social media platform. The page is similar to a personal Facebook page; only it is dedicated to a business. Any type of businesses can use a Facebook Business Page to promote their brands, product and services.

Used in

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

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