

First Party Data

Summary

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

Definition

This is data collected by a business directly from its audience. This can include data about actions users take on a website, CRM data, survey responses and more. This is the most reliable data that a business holds, and it can reduce the reliance on third-party data.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:03:41 by Waleriidao

Updated 5 July 2026 10:03:49 by Waleriidao