

Google Business Profile

Summary

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

Definition

Formerly known as Google My Business, this Google platform allows marketers to create a Google business page. It allows you to input information like the company name, website link, hours of operation, so that you can appear in search page results, location searches, map pack and more.

Used in

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

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