

GTM

Summary

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

Definition

Google Tag Manager is another free tool from Google that allows you to manage and implement tags (snippets of code) on your website, without having to modify the site code. It is commonly used to make user behaviour tracking easier.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:06:44 by Waleriidao

Updated 5 July 2026 10:06:50 by Waleriidao