

Impression Share

Summary

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

Definition

Refers to a term usually used in paid media to represent a percentage of consumer ad views.

Used in

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

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:09:39 by Waleriidao

Updated 5 July 2026 10:09:47 by Waleriidao