

# KPI

## Summary

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

## Definition

KPI stands for “Key Performance Indicator” and refers to a type of performance measurement used to demonstrate how effectively a marketing project, company, or employee is achieving its business objectives. Examples of KPIs can include cost reduction, revenue improvement or increased customer satisfaction.

## Used in

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

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