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.

Revision #3
Created 5 July 2026 10:11:38 by Waleriidao
Updated 19 July 2026 13:16:51 by Waleriidao