

Lead

Summary

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

Definition

A lead refers to a customer expressing an interest in your product or service. Qualified leads are those which have been identified as likely to result in a sale.

Revision #2

Created 19 July 2026 13:27:18 by Waleriidao

Updated 19 July 2026 19:26:53 by Waleriidao