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Page View

Summary

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

Definition

An instance where someone opens a page in their browser.

Paid Media

Summary

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

Definition

A marketing practice that involves a paid placement to advertise your owned assets on a third-party platform. Paid Media includes paid search, social and display ads.

Performance Max (PMax)

Summary

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

Definition

A new automated goal-based campaign that uses machine learning to serve audiences relevant ads in order to maximise campaign performance. See ‘What are Performance Max campaigns?’ for more information.

Product Detail Page

Summary

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

Definition

Also known as a PDP, is a page on a website that provides information about a specific product, including its title, description, images, price, specifications, customer reviews, and more. The page helps customers make informed purchase decisions along with details on shipping, return policies, and any promotional offers. The PDP plays a crucial role in converting browsing visitors into buyers by offering all the necessary details in one place.

Product Listing Page

Summary

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

Definition

Also known as a PLP, is a webpage that displays a collection of products with key details like images, titles, prices, and ratings. It allows users to browse, compare, and filter products by categories, with the goal of guiding them to specific Product Detail Pages (PDPs) for more information, ultimately leading to a purchase.

PPC

Summary

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

Definition

PPC stands for “Pay Per Click”. It is a type of online advertising in which the advertisers pay a fixed price every time a user clicks on their advert. Platforms that use this model include Google Ads (formerly AdWords) and Microsoft Advertising (formerly Bing Ads).

Publisher

Summary

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

Definition

Publisher is the owner of an online digital space that advertisers can buy. For example these can include gaming apps, websites and video sharing sites.

P Values

Summary

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

Definition

The “P” in the p-value stands for probability and indicates how likely it is that any observed difference in results is of random chance. For instance, if you test a new marketing strategy and obtain a p-value, it suggests the likelihood that the observed effect is due to random variation rather than the effectiveness of the strategy itself.

Quality Score

Summary

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

Definition

A type of way Google rates the quality of its paid media ads. Usually determined by three factors: ad content/copy, expected click-through rate and landing page relevance and quality.

Query

Summary

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

Definition

This refers to the actual keyword or phrase a searcher types into a search engine in order to find out about a particular subject or topic.

QR code

Summary

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

Definition

QR code stands for “Quick Response code” and is a scannable barcode used to encode data such as text or a URL.

Racy

Summary

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

Definition

Racy content falls between Mainstream and Adult content.

It may include:

- Swimwear or lingerie galleries
- Dating websites
- Glamour photography
- Suggestive images
- Romantic or flirt-oriented content
- Mildly provocative entertainment

The content is intended for mature audiences but does not contain explicit sexual material.

Typical Characteristics

- Mature audience
- Suggestive but non-explicit content
- May be subject to additional moderation
- Advertiser availability may vary

Rankings

Summary

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

Definition

This refers to a general term associated with the position of a website in the search engine results.

Ranking Signals

Summary

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

Definition

The criteria applied by search engines when evaluating web pages in order to compile the rankings of their search results. They can relate to a website’s content, technical implementation, user signals, backlink profile or any other features the search engine considers relevant.

Remarketing

Summary

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

Definition

Remarketing, or retargeting, is the process of targeting users who have previously viewed your website and/or products. For example, once you have viewed a dress online, you may see adverts across the web retargeting you with an advert for that dress.

ROAS

Summary

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

Definition

ROAS stands for “Return on Ad Spend” and refers to the amount of revenue your ads receive in comparison to the cost. It is typically expressed as a ratio.

Robots.txt

Summary

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

Definition

A robots.txt file is used to tell crawlers which pages on a website they can and can’t crawl. This is indicated by “allow” and “disallow” directives.

ROI

Summary

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

Definition

ROI stands for “Return On Investment”. This is the financial results that you see after investing in a service to improve your business, such as Digital Marketing.

R-Squared

Summary

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

Definition

R-squared is a key metric used to evaluate the fit of a statistical model, such as MMM, showing how well the data points used to train the model match the predicted outcomes. R-squared ranges from 0 to 1, where 0 indicates no explanatory power and 1 indicates a perfect fit.

Schema Markup/Schema.org

Summary

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

Definition

Schema markup is a form of structured metadata that can be implemented into a website to give search engines more understanding of your website’s content. Search engines then use this information to display different types of content on their platforms. For example, you can add Schema to a recipe to show the recipe and cooking steps within search results.

Search Impression Share

Summary

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

Definition

Search impression share is the number of impressions you’ve received on your adverts, divided by the estimated number of impressions you were eligible to receive.

Search Engine

Summary

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

Definition

This refers to any software system that searches and identifies content on the web, related to a specific search query. Examples of search engines include Google, Bing, Yahoo and more.

Search Intent

Summary

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

Definition

This refers to the motivation that drives a user to carry out a particular search on the web.

SEM

Summary

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

Definition

SEM stands for “Search Engine Marketing” and is a hypernym for all paid advertising.

SEO

Summary

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

Definition

SEO stands for “Search Engine Optimisation”. The purpose of SEO is to increase a website’s visibility within the regular, unpaid or ‘organic’ search results.

SERPs

Summary

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

Definition

SERPs stands for “Search Engine Results Pages” and refers to the page displayed once a query has been entered on a search engine.

Site Navigation

Summary

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

Definition

The movement from one web page to another web page via internal links within the same domain.

Smart Type

Summary

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

Definition

Smart Type is a campaign optimization feature available for campaigns that automatically adjusts traffic purchasing based on your selected optimization strategy.

Smart Type helps optimize campaign performance by automatically adjusting traffic acquisition according to your campaign goals.

Instead of using a fixed bidding strategy, Smart Type continuously evaluates traffic quality and bidding opportunities to improve campaign efficiency.

DAO.AD currently supports two Smart Type strategies:

- CPA Goal – optimizes traffic acquisition to achieve your target cost per conversion.
- Smart CPM – dynamically adjusts CPM bids to maximize traffic quality and campaign volume within your bidding limits.

Smart CPM

Summary

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

Definition

Smart CPM is a Smart Type optimization strategy that automatically adjusts CPM bids to maximize traffic quality and campaign performance within your specified bid limit.

With Smart CPM, you specify the maximum CPM you are willing to pay.

The DAO.AD optimization engine continuously analyzes auction conditions, traffic quality, and conversion potential, automatically adjusting bids to obtain the best possible traffic while staying within your configured CPM limit.

This approach helps balance traffic volume, quality, and advertising costs without requiring constant manual bid adjustments.

Benefits

- Automatically optimizes CPM bids.
- Balances traffic quality and volume.
- Maximizes budget efficiency.
- Eliminates manual bid optimization.

Social Media Traffic

Summary

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

Definition

This refers to the volume of people who have landed onto another website, or app when they have clicked an ad or link from a social media site. This can result from either organic or paid advertising.

SSL Certificate

Summary

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

Definition

An SSL certificate is a type of digital certificate that provides authentication for a website and enables an encrypted, secure connection.

Target Audience

Summary

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

Definition

This refers to a specific group of people with shared characteristics that meet a marketer’s buying personas. They are the audience that is likely to be the most interested in a marketer’s product or service and is to purchase.

Technical SEO

Summary

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

Definition

Activities that improve how your website is crawled, indexed and rendered for organic search.

Title Tag

Summary

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

Definition

This refers to an HTML element that identifies a specific page topic. Title tags are usually displayed on search engine results pages as clickable headlines for a search. They are essential for SEO, usability and social sharing. A title tag should be descriptive and feature the marketer’s main keywords with an accurate and informative description of the page content.

Traffic Type

Summary

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

Definition

Traffic Type is the content classification assigned to a website or application based on its nature and target audience.

DAO.AD currently supports Mainstream, Mainstream, and Adult traffic categories.