

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).

Revision #2

Created 19 July 2026 13:35:15 by Waleriidaao

Updated 19 July 2026 19:30:27 by Waleriidaao