

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.

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