

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.

Revision #2

Created 19 July 2026 13:36:16 by Waleriidao

Updated 19 July 2026 19:30:27 by Waleriidao