

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.

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