

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.

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