

Terms

- 200 OK
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200 OK

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 200 OK is a type of HTTP status code, which means that the request was received and processed by the server. The user will then be directed to the destination URL.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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301 Permanent Redirect

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 301 redirect is a type of HTTP status code that refers to a URL which has been permanently moved to a new destination URL. Upon a server responding to a URL with a 301 redirect, the browser is then redirected to the new destination URL.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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302 Temporary Redirect

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 302 temporary redirect is a HTTP status code, used to signal that the requested URL has been temporarily moved.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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404 Not Found

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 404 is another type of HTTP status code. It's delivered by a server when a requested file or page has been deleted or never existed in the first place. Depending on the 404, it may be appropriate to 301 redirect this URL to an equivalent or close-variant URL.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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410 Gone

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 410 Gone is a status code that indicates a page will not be returning, signalling to crawlers that they don't need to return. If the page holds any SEO value, then consider an alternative option such as a 301 redirect.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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5XX Server Errors

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A 5XX error code is another type of HTTP status code, which indicates that the server is unable to process the request. The response should include an explanation and whether the error is temporary or permanent.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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