

O O bet365

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CPA benchmarks vary by industry and channel, but th
e average CPA for pay per click (PPC) search (across industries) is

\$59.18 while display (across industries) is just slightly higher at
R\$60.76.

Cost
Per Acquisition (CPA) | KPI example - Geckoboard

geckoboard : best-practice : cost-per-acquisition
-cpa

A favorable CPA implies that an advertising effort is doing its job

. Clients may not be experts in digital marketing, but they are in their botto
m line. A low CPA speaks a language everyone understands: marketing success and
profitability.

Cost Per Acquisition (CPA) - Definition, Formula & Tips - AgencyAnalyti

cs : kpi-definitions : cost-per-acquisition-cpa