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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

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

. Clients may not be experts in digital marketing, but they are in thei

r bottom line. A low CPA speaks a language everyone understands: marketing succe

ss and profitability.

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

Analytics

agencyanal

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

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