

# O O bet365

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div&gt;&lt;div&gt;&lt;div&gt;&lt;span&gt;The lower your CPA in relation to your

LTV, the higher your profit will be&lt;/span&gt;. Cost Per Acquisition is a KPI

that measures the success of various paid marketing channels such as PPC (pay pe) Tj T\* B

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t:{href}&quot;&gt;&lt;span&gt;&lt;div&gt;&lt;span&gt;Cost Per Acquisition (CPA)

| KPI example - Geckoboard&lt;/span&gt;&lt;/div&gt;&lt;/span&gt;&lt;span&gt;&lt;

div&gt;geckoboard : best-practice : cost-per-acquisition-cpa&lt;/div&gt;&lt;/s

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&gt;&lt;div&gt;&lt;div&gt;&lt;div&gt;&lt;div&gt;&lt;div&gt;Your average target CPA, is &lt;

span&gt;the traffic-weighted average CPA that your bid strategy optimized for&lt;

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get CPAs, and any changes you&#39;ve made to your target CPA over time.&lt;/div&

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