

# O O bet365

eaning a thousand. For this reason, you will often see CP M referred to as sesand, and for the acRONym of the United States of a digita

ad. The Acronym, CPM, is the cost a marketer will pay per thousand impressions. Cost Per Acquisition (CPA) is a KPI that measures the success of various paid marketing channels such as PPC (pay per click). The lower your CPA in relation to your LTV, the higher your profit will be. Cost Per Acquisition is a KPI that measures the success of various paid marketing channels such as PPC (pay per click).

Cost Per Acquisition (CPA) | KPI example - Geckoboard : best-practice : cost-per-acquisition-cpa

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About Target CPA bidding - Google Ads Help : support.google : google-ads : answer

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