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CPA benchmarks vary by industry and channel, but the average CPA for pay per click (PPC) search (across industries) is \$59.18 while display (across industries) is just slightly higher at \$60.76.

Cost Per Acquisition (CPA) = Total Cost / Number of Leads

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 their bottom line. A low CPA speaks a language everyone understands: marketing success and profitability.

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

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

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O que é o 5Gringos? O 5Gringos é um cassino online com temática mexicana, lotado com jogos de azar divertidos. Oferecemos vários benefícios estonteantes, incluindo um Bônus de Boas-vindas, Créditos de Aposta e o, e a oportunidade de conquistar um Jackpot nas nossas Categorias: queis.

Minha Aventura nos 5Gringos

Foi no verão passado que me deparei com este site enquanto explorava