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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) $T_j T^* BT / F$

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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Moviegoers are raving about the film's intense gruesomeness. My friend passed out and the theater called an ambulance, wrote Twitter user Andrew Liming. Highly recommended. The guy behind me passed out cold (and) crashed into my chair, @Bark_4KT tweeted.