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The lower your CPA in relation to your LTV, the higher your profit will be.

Cost Per Acquisition (CPA) is a KPI that measures the success of various paid marketing channels such as PPC (pay per click), affiliate, display, social media, and content marketing.

Cost Per Acquisition (CPA) | KPI example - Gecko

board: best-practice : cost-per-acquisition-cpa

geckoboard

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