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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 pe) Tj T* B

Cost Per Acquisition (CPA) | KPI example - Geckoboard

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

Your average target CPA, is the traffic-weighted average CPA that your bid strategy optimized for

It includes the average of your device bid adjustments, ad group target CPAs, and any changes you've made to your target CPA over time.

About Target CPA bidding - Google Ads Help

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