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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) Formula

Best Practice: Cost-Per-Acquisition (CPA)

Agencies should aim for a CPA that is lower than the customer lifetime value (CLV) of the customer they are acquiring.

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

KPI Definitions: Cost-Per-Acquisition (CPA)

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