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As of September 21, 2024, Call of Duty: Warzone Caldera will shut down, as our teams focus on future Call of Duty content including the current Warzone free-to-play experience. We all have had incredible Warzone experiences across the Call of Duty franchise since its first launch, including those in Warzone Caldera.

[An Update on Call of Duty: Warzone Caldera](#)

callofduty : blog : 2024/06 : call-of-duty-warzone-caldera-upd...

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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 \(CPA\)](#)

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.