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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 \(CPA\) - Definition, Formula & Tips - AgencyAnalytics](#)

[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.

[agencyanalytics : kpi-definitions : cost-per-acquisition-cpa](#)

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