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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.

[Geckoboard](#) : best-practice : cost-per-acquisition-cpa

[AgencyAnalytics](#) : kpi-definitions : 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.

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