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Inspirado no corpo humano e na estética de atletismo dos anos 90, o Air Max 95 combina conforto surpreendente com um estilo único. Os painéis laterais ondulados adicionam fluxo de ar natural a qualquer outfit, enquanto a unidade Nike Air visível no calcanhar e no antepé proporciona conforto e desempenho.

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 per

Cost Per Acquisition (CPA)

| KPI example - Geckoboard

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

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Your average target CPA

, is the traffic-weighted average CPA that your bid strategy optimiz

ed 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

support.google : google-ads : answer

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meaning everyone else's achievements can fly under the radar.