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Conversion is a KPI that measures the success of various paid marketing channels such as PPC (pay per click), Affiliate display and social media - and content Marketing.

Cost Per Acquisition (CPA) | KIP example - Geckero board gecko skate : best practice

Conversion Compositions CPA 0 0 bet365 Your average target ESA

Adjustments, Ad group target

Wikipedia: (Wiki). Probability interpretation

Simply A possibility to do something; Always that we have certainty about the result of an event we can talk about the chances of certain results, otherwise we can't say they will happen.

Example: In 2007, Thierry Henry moved to FC Barcelona. In 2007, Henry was transferred to the Barcelona team that won the first division, the main cup of Spain (Copa del Rey) and the continental championship (Champions League).

1. Swagbucks: BlagBucker, a platform that rewards users for performing simple tasks online such as filling out surveys and shopping online. Members can earn "Swags Bucks" (which can be exchanged for gifts or cash).

2. InboxDollars: Inbox Dollars, a platform where users can earn money by completing offers online, assisting with surveys and browsing the web.

3. Ibotta: Ibona, a platform of reimbursement that offers money back to users for purchasing specific items at participating stores. Among this, members can earn bonuses for performing certain tasks - such as assisting with surveys and completing offers.

4. MyPoints: Mypoin, a platform that rewards users online by performing tasks such as filling out surveys and assisting with surveys or shopping online. Members can earn points which can be exchanged for gifts or cash.