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Enter the Manga world of big-eyed cartoon characters with our collection of anime games! Play as famous fighters and dancers, or get to know our new cast of kooky superstars. Step into an outdoor arena to battle using your best ninja skills! You can choose from dozens of unique characters and learn their special moves.

After a glorious victory, enjoy the design aspects of anime by creating your own cartoon pal. You can

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 optimized 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