


P a i d M e d i a



Pay-Per-Click PPC

A digital advertising model where advertisers pay a fee each time one of their ads is clicked. For example, Google Ads or Microsoft Ads.



Cost-per-click CPC

The amount an advertiser pays each time a user clicks on their ad. Important for budget and bid management.



Cost-per-action CPA

The calculation used to determine the cost an advertiser pays for a completed action such as a sale or sign-up, as a result of someone clicking on their ads.

Cost-per-thousand CPM

The cost an advertiser pays for one thousand views or impressions of their advertisement.



Click-through-rate CTR

The percentage of users who **click** on an ad out of the total number of users who have seen the ad (**impressions**).



Conversion rate Conv. rate

The percentage of users who take a desired action (like making a purchase) after clicking on an ad, helping to determine the success of the ad or campaigns.