What are the reasons for using PPPoE? What are the advantages of PPPoE compared to PPP (over nonEthernet media)?

There are some reasons using PPPoE:

1. By default, Ethernet do not provide authentication but PPPoE makes it possible: we could use authentication over the Ethernet.
2. Internet service provider can track users’ activity because of authentication
3. Use of tunnel allows using encryption inside PPPoE
4. Pretty cozy for ISP to give away services (Ip addresses, for example)

There are some advantages of PPPoE compared to PPP:

1. PPP is not in use anymore because Ethernet is used all over the place
2. Most of devices are using Ethernet nowadays so that creates universality
3. PPPoE can be used over the Ethernet unlike PPP