CPA Monitoring
ALL NETWORKS OPERATORS
by network operator, for yesterday, 7, 14 and 30 days.
Click on the row to filter the network operator in the graphics below

USD CPA = USD Cost / CMS Subs.
ARPU is defined by the team.
ROI = ARPU / USD CPA

Availables Traffic Sources with data
Traffic Sources with subscriptions in the last 30 days

Campañas	Subs: 1
Google Ads Mobile	Subs: 27821
Google Ads Mobile - …	Subs: 8115
	Subs: 469

Network Operator	USD Cost 30d	USD Cost 14d	USD Cost 7d	USD Cost Yestd	CMS Subs 30d	CMS Subs 14d	CMS Subs 7d	CMS Subs Yestd	USD CPA 30d	USD CPA 14d	USD CPA 7d	USD CPA Yestd	ARPU	30d ROI	14d ROI	7d ROI	Yestd ROI
	$76,129.28	$24,835.80	$9,227.99	$925.31	9,800	3,782	1,496	117	$7.77	$6.57	$6.17	$7.91	$6.50	0.84	0.99	1.05	0.82
	$13,573.93	$5,740.16	$3,095.72	$255.89	6,188	2,498	1,352	112	$2.19	$2.30	$2.29	$2.28	$3.30	1.5	1.44	1.44	1.44
	$13,454.45	$5,493.21	$2,224.59	$261.39	3,774	1,521	628	78	$3.57	$3.61	$3.54	$3.35	$2.50	0.7	0.69	0.71	0.75
	$9,170.82	$4,502.01	$2,128.06	$274.75	614	305	148	25	$14.94	$14.76	$14.38	$10.99	$18.00	1.21	1.22	1.25	1.64
	$6,860.68	$3,346.38	$2,334.59	$464.79	1,589	746	534	95	$4.32	$4.49	$4.37	$4.89	$9.00	2.08	2.01	2.06	1.84
	$6,775.85	$2,835.59	$1,565.27	$222.30	1,999	895	474	68	$3.39	$3.17	$3.30	$3.27	$6.00	1.77	1.89	1.82	1.84
	$6,160.10	$1,588.01	$890.92	$86.29	1,675	550	288	41	$3.68	$2.89	$3.09	$2.10	$5.00	1.36	1.73	1.62	2.38
	$385.38	$0.00	$0.00		5	0	0		$77.08	$0.00	$0.00	$0.00					
	$372.02	$165.51	$91.93	$14.34	1,290	584	332	44	$0.29	$0.28	$0.28	$0.33	$0.50	1.73	1.76	1.81	1.53
	$48.56	$34.56	$16.09	$3.28	186	134	68	12	$0.26	$0.26	$0.24	$0.27	$0.60	2.3	2.33	2.54	2.2
	$0.00	$0.00	$0.00	$0.00	0	0	0	0	$0.00	$0.00	$0.00	$0.00					
	$0.00	$0.00	$0.00	$0.00	0	0	0	0	$0.00	$0.00	$0.00	$0.00	$2.00				
	$0.00	$0.00	$0.00	$0.00	0	0	0	0	$0.00	$0.00	$0.00	$0.00	$0.50				
	$0.00				0				$0.00	$0.00	$0.00	$0.00	$1.50				
	$0.00	$0.00	$0.00		0	0	0		$0.00	$0.00	$0.00	$0.00	$3.00				
	$0.00	$0.00			0	0			$0.00	$0.00	$0.00	$0.00	$4.00				
	$0.00	$0.00	$0.00		0	0	0		$0.00	$0.00	$0.00	$0.00					
	$0.00	$0.00	$0.00	$0.00	0	0	0	0	$0.00	$0.00	$0.00	$0.00	$4.00				
	$0.00	$0.00	$0.00	$0.00	0	0	0	0	$0.00	$0.00	$0.00	$0.00	$3.00				
Totals	**$132,931…**	**$48,541.22**	**$21,575.17**	**$2,508.34**	**27,122**	**11,016**	**5,320**	**592**				**$4.24**		**3.67**	**4.08**	**4.44**	**4.25**

Daily ROI
The daily CPA is calculated as the total daily cost divided by the number of CMS subscriptions for the day, in USD, and corresponding to the selected traffic source.

USD daily CPA = USD Cost / CMS Subs.
ARPU is defined by the team.
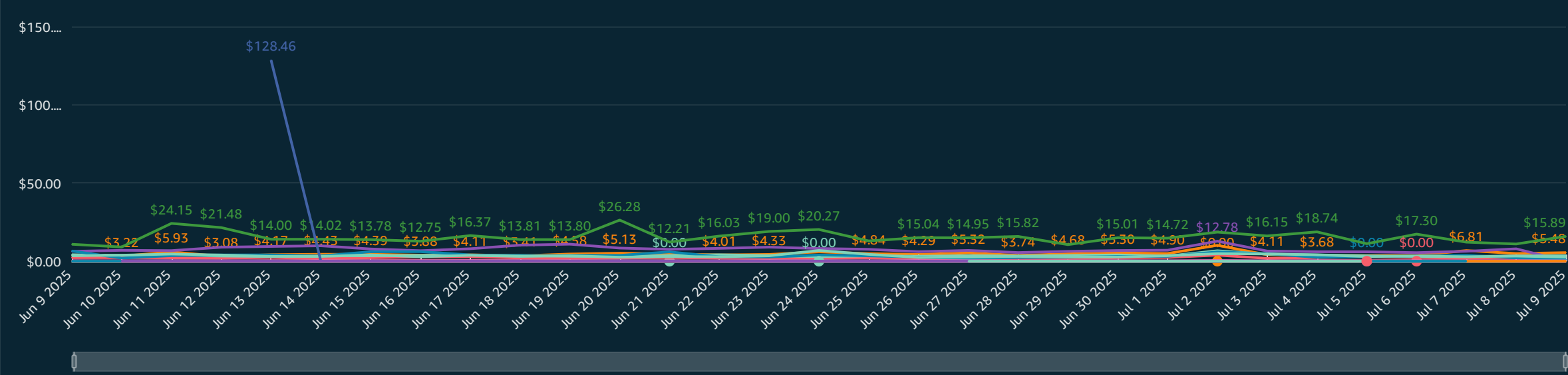ROI = ARPU / USD daily CPA

Network Operator	Jul 9 2025					Jul 8 2025					Jul 7 2025		
	CMS Subs	USD Cost	USD daily CPA	ARPU	Daily ROI	CMS Subs	USD Cost	USD daily CPA	ARPU	Daily ROI	CMS Subs	USD Cost	USD daily CPA
	38	$208.40	$5.48	$9.00	1.64	95	$464.79	$4.89	$9.00	1.84	54	$367.52	$6.81
						0	$0.00	$0.00					
	0	$0.00	$0.00	$2.00		0	$0.00	$0.00	$2.00		0	$0.00	$0.00
	0	$0.00	$0.00	$0.50		0	$0.00	$0.00	$0.50		0	$0.00	$0.00
	68	$179.43	$2.64	$3.30	1.25	112	$255.89	$2.28	$3.30	1.44	151	$302.49	$2.00
	0	$0.00	$0.00	$3.00		0	$0.00	$0.00	$3.00		0	$0.00	$0.00
	1	$0.00	$0.00	$6.50		117	$925.31	$7.91	$6.50	0.82	188	$1,187.25	$6.32
	33	$116.39	$3.53	$2.50	0.71	78	$261.39	$3.35	$2.50	0.75	84	$249.49	$2.97
	12	$3.68	$0.33	$0.60	2.69	12	$7.39	$0.27	$0.60	2.22	4	$1.19	$0.70
Total	**272**	**$892.34**			**5.49**	**592**	**$2,508.34**			**4.25**	**696**	**$2,763.21**	

Daily CPA
The daily CPA is calculated as the total daily cost divided by the number of CMS subscriptions for the day, in USD, and corresponding to the selected traffic source.
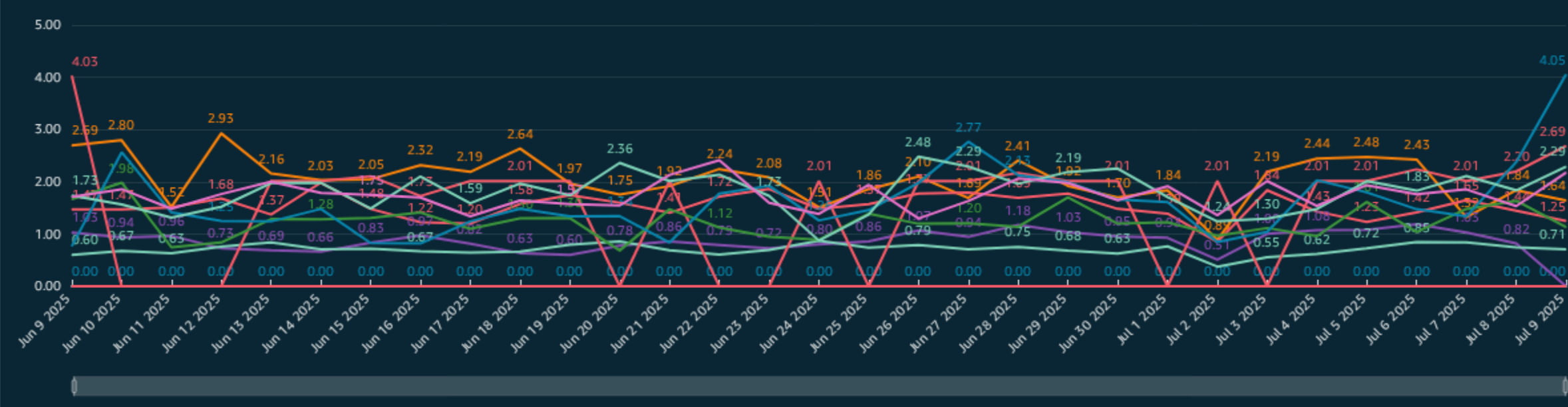When the cost is in $USD, the exchange rate specified in the corresponding parameter is used.
The last 30 days are shown, if data is available.

Daily ROI
The daily ROI is calculated as the ARPU divided by the daily CPA in USD, and corresponding to the selected traffic source.
The last 30 days are shown, if data is available.