

# O O bet365

Roper is a platform game where you control a running character with a single tap across many levels with obstacles and cliffs. Your character runs automatically and only stops when he hits a solid object or a wall. Tap and jump at the right moment to keep your character running in the right direction, and tap again and hold to swing off of platforms with the brown circle. You must collect all of the coins in the level to successfully complete it. Can you finish all 100 levels in Roper?

How to play Roper

Action key - WASD, Spacebar, or Arrow keys

Who created Roper?

Roper is created by Martin Magni (Fancade). Play their other arcade games on Poki: Drive Mad, Stacktris, Recoil, Monster Tracks, and Speed King

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 click).

Cost Per Acquisition (CPA) | KPI example - Geckoboard

geckoboard : best-practice : cost-per-acquisition-cpa

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