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EPC (Earnings Per Click – ), CPA (Cost per acquisition – ),  
 ), CPC (Cost per Click – ), CPL (Cost Per Lead – ),  
 ), CR (Conversion Rate – ), CTR (Click Through Rate – ),  
 ), LTV, LCV (Lifetime Value, Lifetime Customer Value – ),  
 ), PPS (Pay Per Subscription – ), UGC (User  
 generated content – ).

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