

Study:  
**TIKTOK**  
**ADS 2024**

Data and Conclusions

metricool










**We analyzed 730 accounts and 5,037 campaigns on TikTok to understand how brands and social media managers use TikTok's ad platform.**

The 2024 TikTok Ads study provides answers, with data as evidence, to some of the main questions that social media managers, agencies, and brands have when building their TikTok advertising strategy:

- Which campaigns have the highest CPC?
- Which objective is most utilized in TikTok campaigns?
- Which campaign types see the highest investments?



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# The study sample

In the study, we analyzed **730 accounts** and **5,037 ad campaigns**. The data was collected from a global sample over 90 days, from December 1, 2023, to February 29, 2024.



**Account:** 730



**Campaigns:** 5,037



**Invested budget:** \$ 5,480,456.84



**Total impressions:** 3,495,311,016



**Total clicks:** 24,390,191



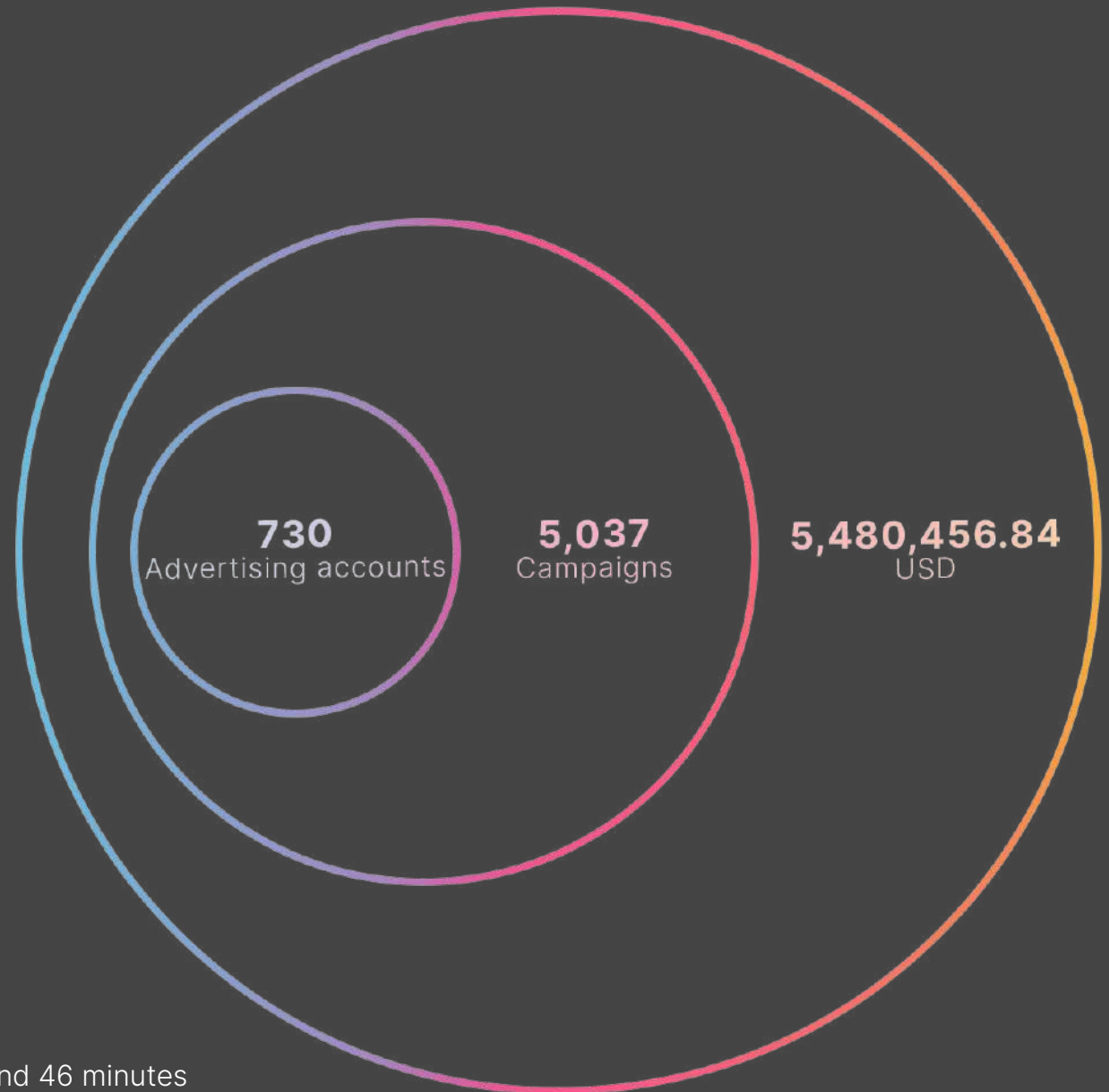
**Average CPC per campaign:** \$0.22



**Average CPM per campaign:** \$1.56



**Average campaign length:** 26 days, 12 hours and 46 minutes





## Analyzed data

The analyzed campaigns include all ad types available on TikTok's ad platform.

Although each region has its own currency, we converted all currencies into USD to facilitate the comparison.



# TikTok Ads Objective Types

To understand each campaign type and its analysis, we have created this table explaining each of the ad objectives available on TikTok.

This information is important to understand the objectives available in TikTok campaigns, so you can analyze which one is most appropriate for your strategy.



## Video Views

Maximize video views by the audience that is most likely to interact with the videos



## Traffic

Attract audiences to a specific URL, such as your website, blog, landing page, or app



## Reach

Generate the maximum number of ad impressions to your target audience for the best price



## Engagement

Get more users to interact with your account: gain new followers or increase traffic to your TikTok profile



## Web Conversions

Encourage users to perform a specific action on your company site: register, add items to cart, sign ups, etc.



## Lead Generation

Collect lead data for your business with a customizable registration form



## Sales

Sell products on TikTok Shop, your website, or your app



## App Promotion

Drive new users to your app

# Key Learnings from the 2024 TikTok Ads Study

## Brands, agencies, and social media managers favor campaign objectives related to increasing views.

Ad campaigns aimed at increasing video views are the most popular, with 1219 campaigns representing 26.1% of the total sample.

Trailing closely behind are engagement campaigns. In the sample, we identified 996 Engagement campaigns, making up 21.3% of the total. Traffic campaigns came in third with 826 campaigns for a total of 17.7% of the sample.

The least used campaigns are App Promotion campaigns, which only represent 0.9% of the sample, for a total of 43 campaigns.

App Promotion campaigns are the least used, representing only **0.9%** of the total sample.

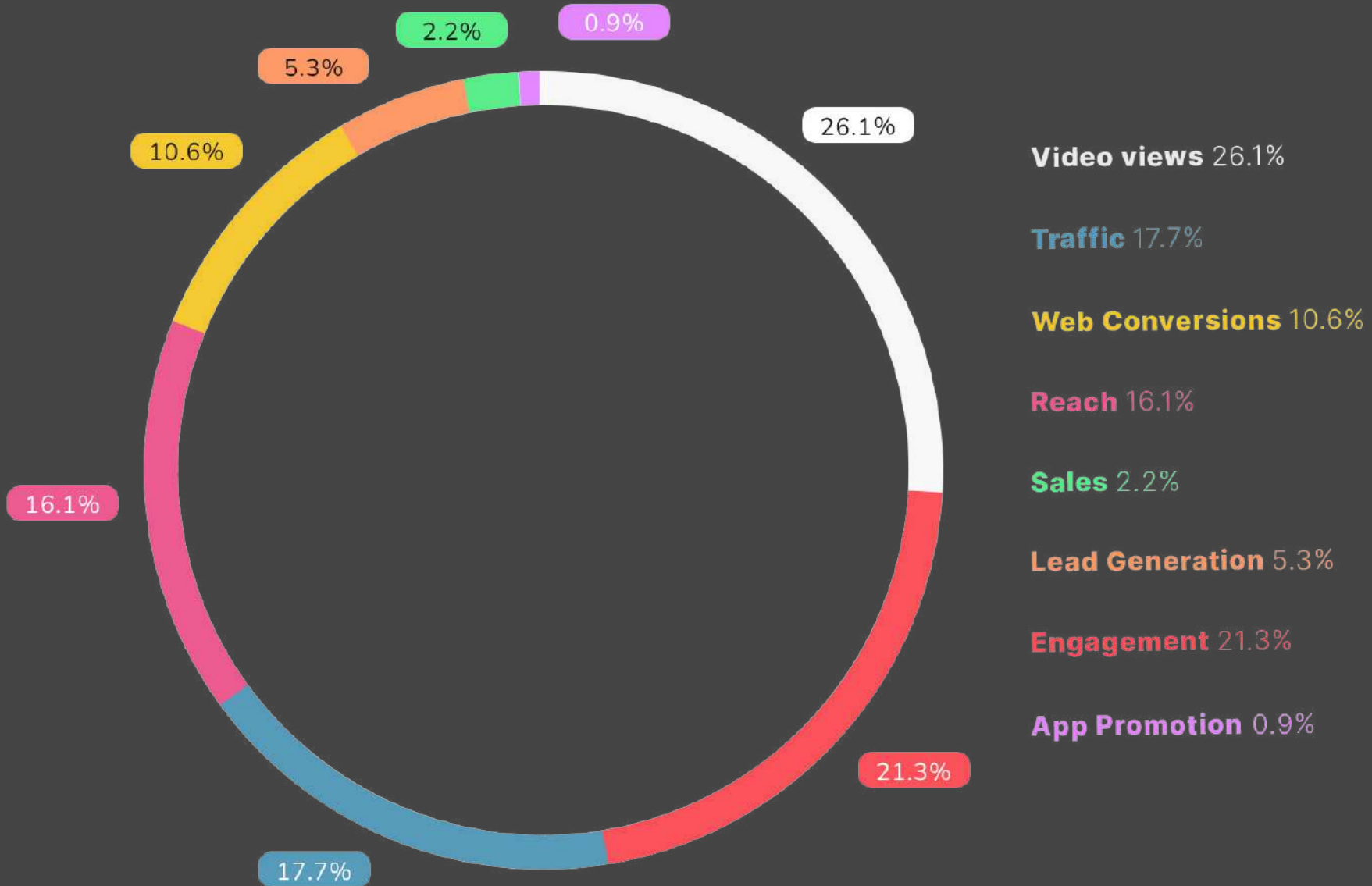
Campaigns to increase video views account for

**26.1%** of the total.

**21.3%**

of the total sample are Traffic campaigns.

### MOST-USED CAMPAIGN OBJECTIVES





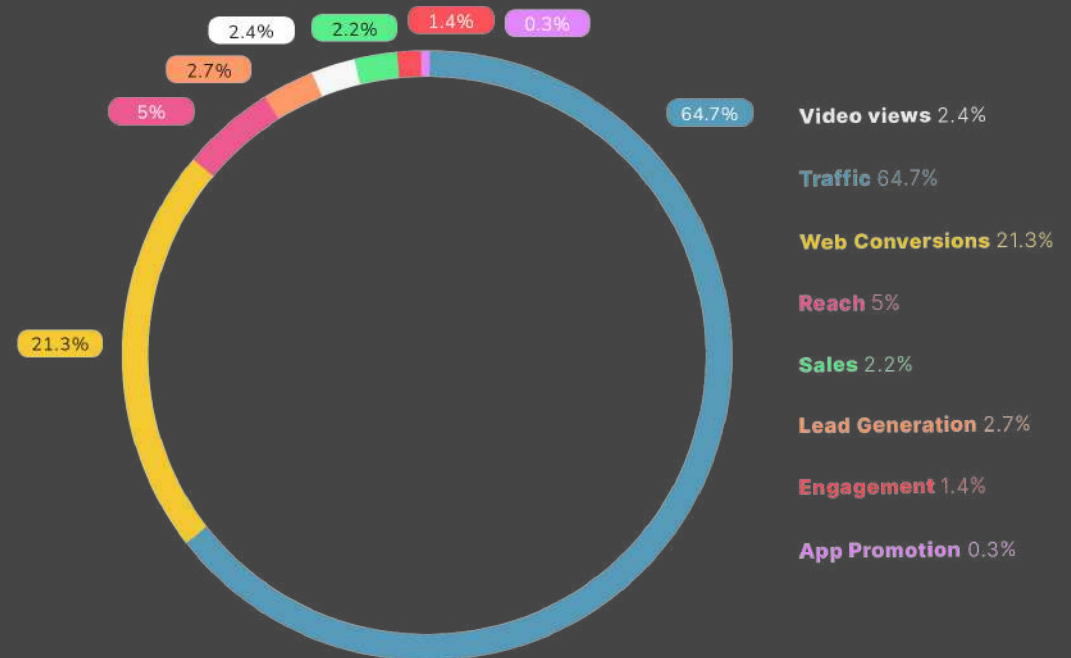
## Traffic campaigns to a website, blog, or store receive the highest number of clicks.

Generating traffic to a site from TikTok is a gem for social media ad campaigns. These campaigns generate the most clicks, to no surprise, since the objective is to attract users to click on a specific URL.

Traffic campaigns generate a total of 13,498,264 clicks, representing 64.7% of the total sample. Coming in second, far behind traffic campaigns, are Web Conversions for a total of 4,451,792 clicks, representing 21.3%.

Once again, App Promotion campaigns see the fewest clicks for a total of 54,274, only 0.3% of the sample.

### CLICKS PER CAMPAIGN OBJECTIVE



Traffic campaigns make up **64.7%** of the total number of click-throughs.

**21.3%** of clicks contribute to Web Conversion campaigns.

## Video view campaigns see the highest average investment

Campaigns aimed at maximizing video views are the ones that see the highest average investment by brands, agencies, and social media managers.

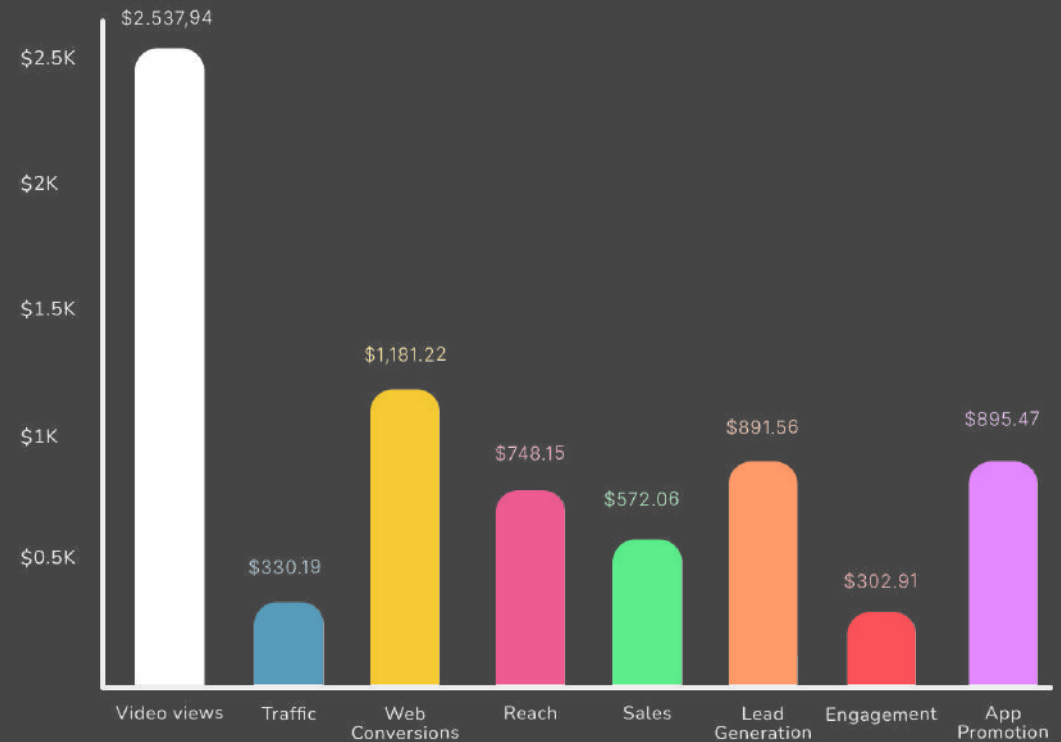
Specifically, the average investment per video view campaign is \$2,537.94, followed closely by Web Conversion campaigns for an average of \$1,181.22. In third place, trailing far behind, are App Promotion campaigns with an average investment of \$895.47 per campaign.

Engagement campaigns see the lowest investment rates, with an average of \$302.91 per campaign.

# \$2,537.94

is the average investment in campaigns aimed to increase video views.

## AVERAGE INVESTMENT PER CAMPAIGN TYPE

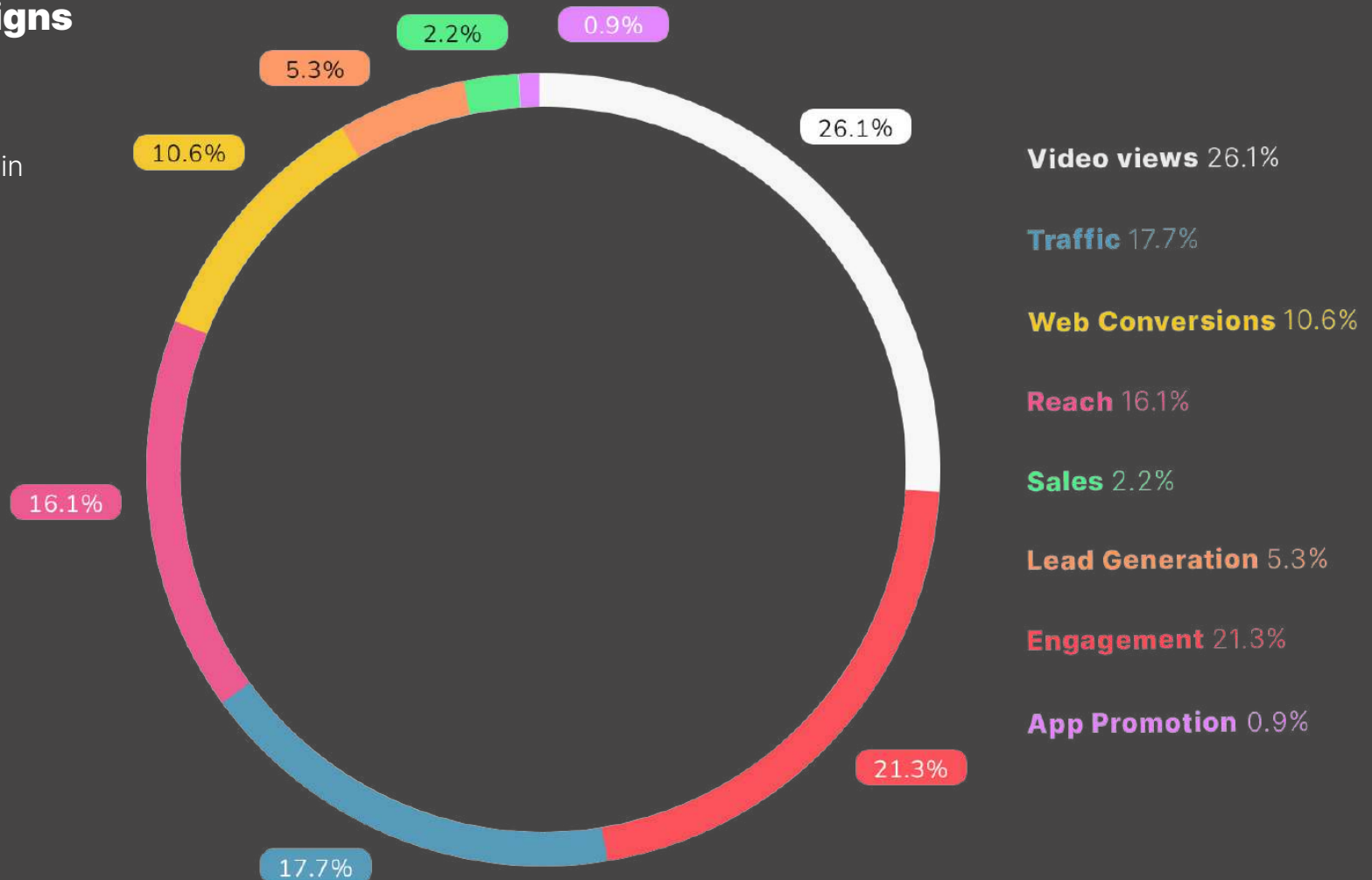


# Analysis of the TikTok Ads Campaign Data

We analyzed, in detail, all of the data obtained in the study from the sample.

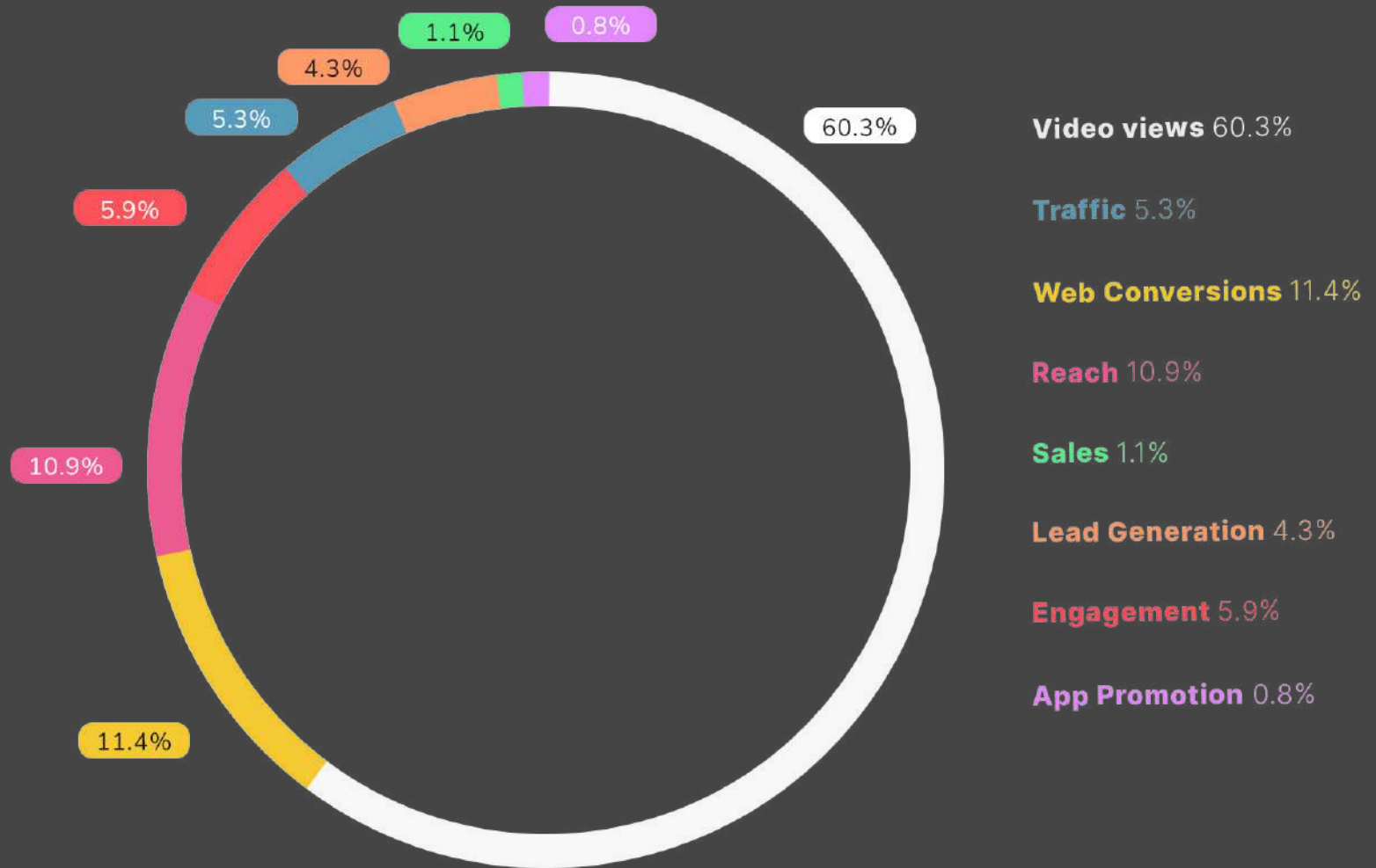
## Most-used campaigns

Here are the different campaign types on TikTok in order of their use:



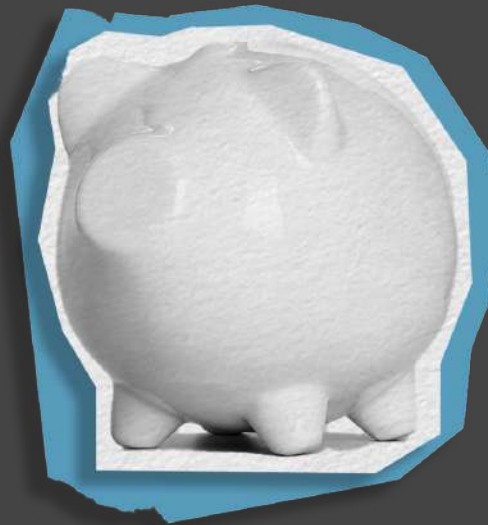
## Invested budget per campaign

In which campaign types do brands, agencies, and social media managers invest the most money? Here is the list in order of invested budget:





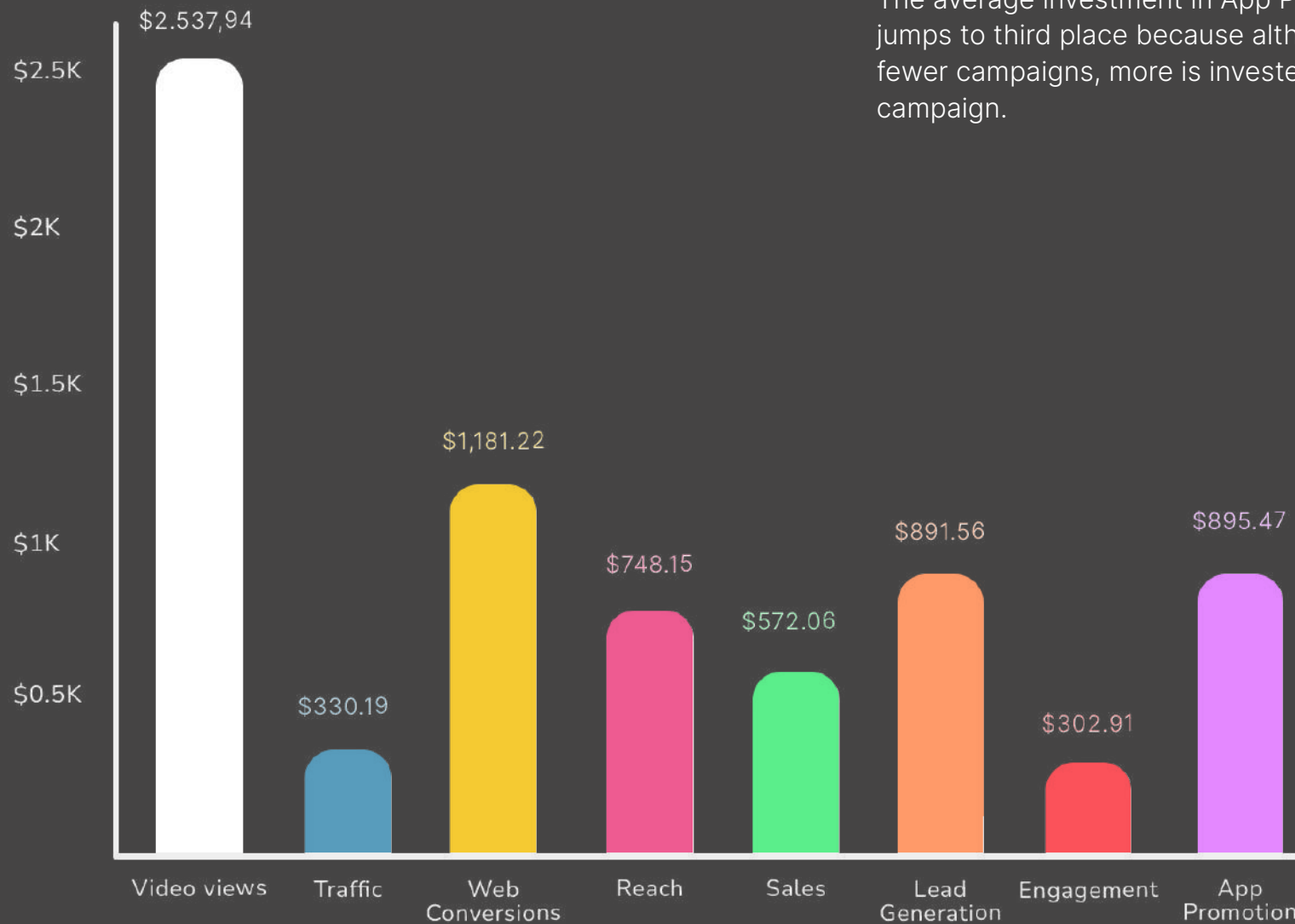
Video view campaigns have the highest budgets, and Web Conversions have the second highest budget allocation even though the discrepancy between video view campaigns' budgets is massive.





## Highest average investments per campaign type

Which campaign type has the highest average investment? We analyzed the average investment per campaign according to its objective:



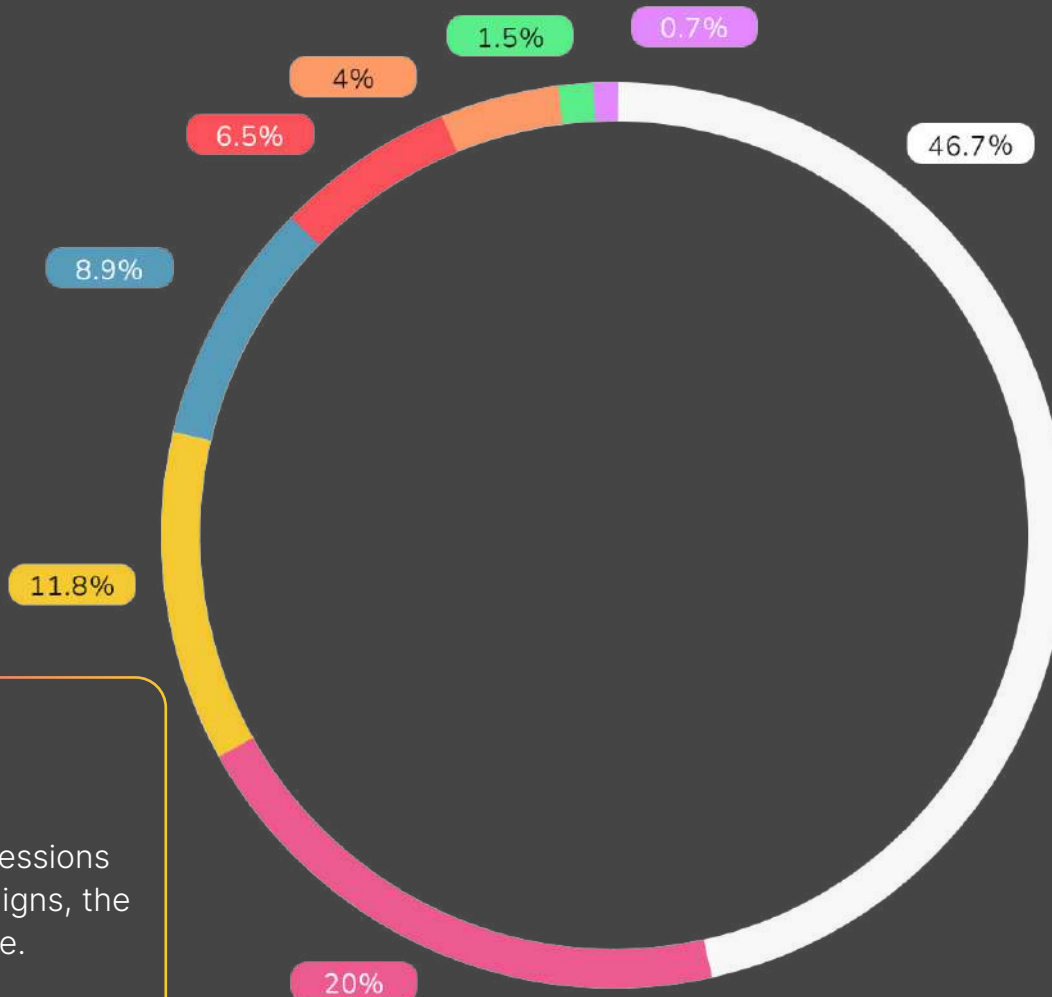
Why does the campaign with the third highest average investment have the lowest total budget?

The average investment in App Promotion campaigns jumps to third place because although there are fewer campaigns, more is invested per single campaign.

# Campaign objectives with the best impression results

The total accumulated impressions during the sample was 3,495,311,016.

However, it's important to understand how these impressions were distributed between the campaign types to distinguish which one wins the most impressions:



## 46.7%

the percentage of impressions from video view campaigns, the highest from the sample.

**Video views** 46.7%

**Traffic** 8.9%

**Web Conversions** 11.8%

**Reach** 20%

**Sales** 1.5%

**Lead Generation** 4%

**Engagement** 6.5%

**App Promotion** 0.7%

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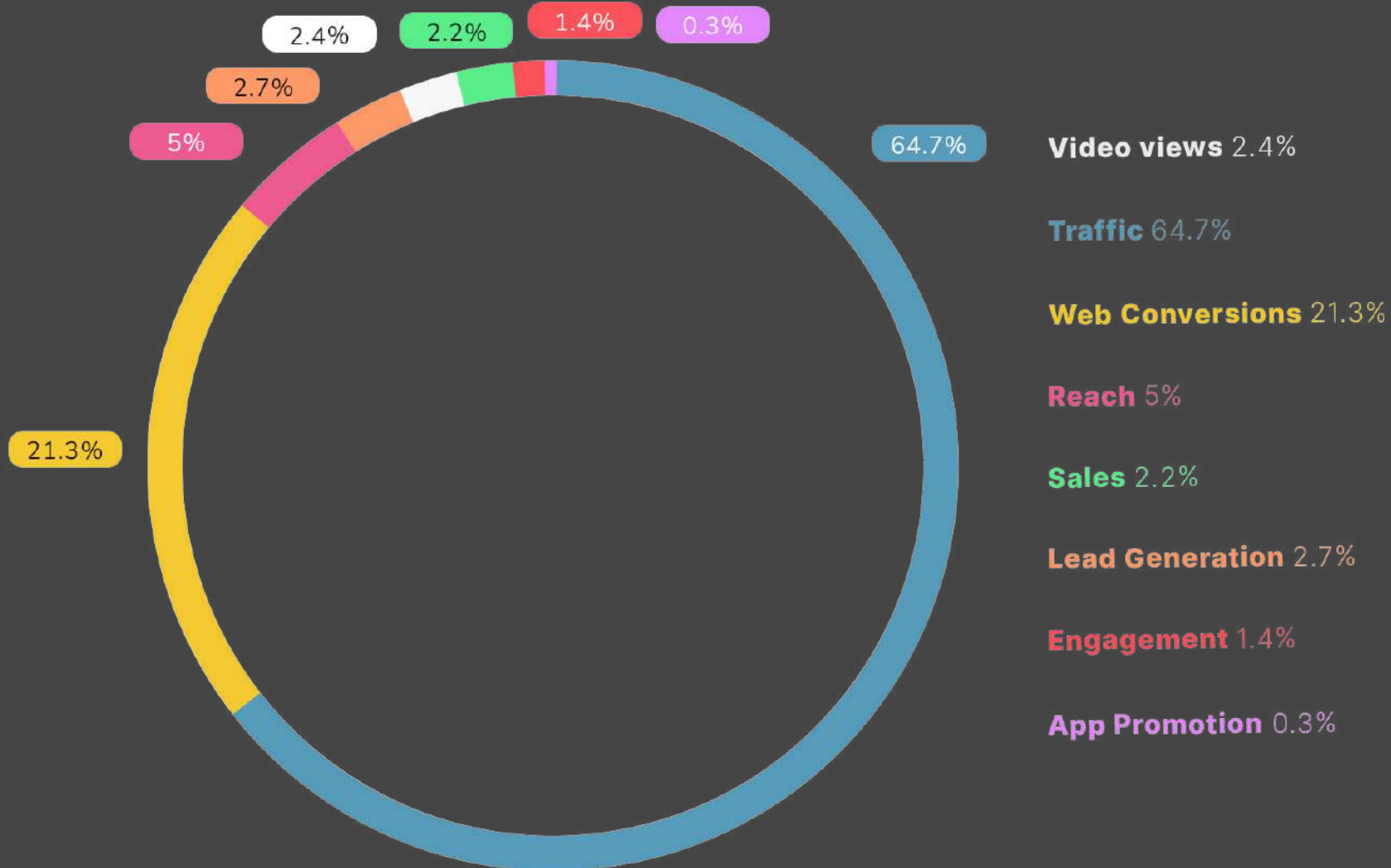
Those campaigns aimed to maximize video views stand out in impressions achieved, receiving more than double than Reach campaigns, which sit in second place.

This data is interesting to note, however, it's also not surprising. The nature of TikTok content is videos, therefore, brands, social media managers, and agencies focus their main objective on reaching new users through video content.

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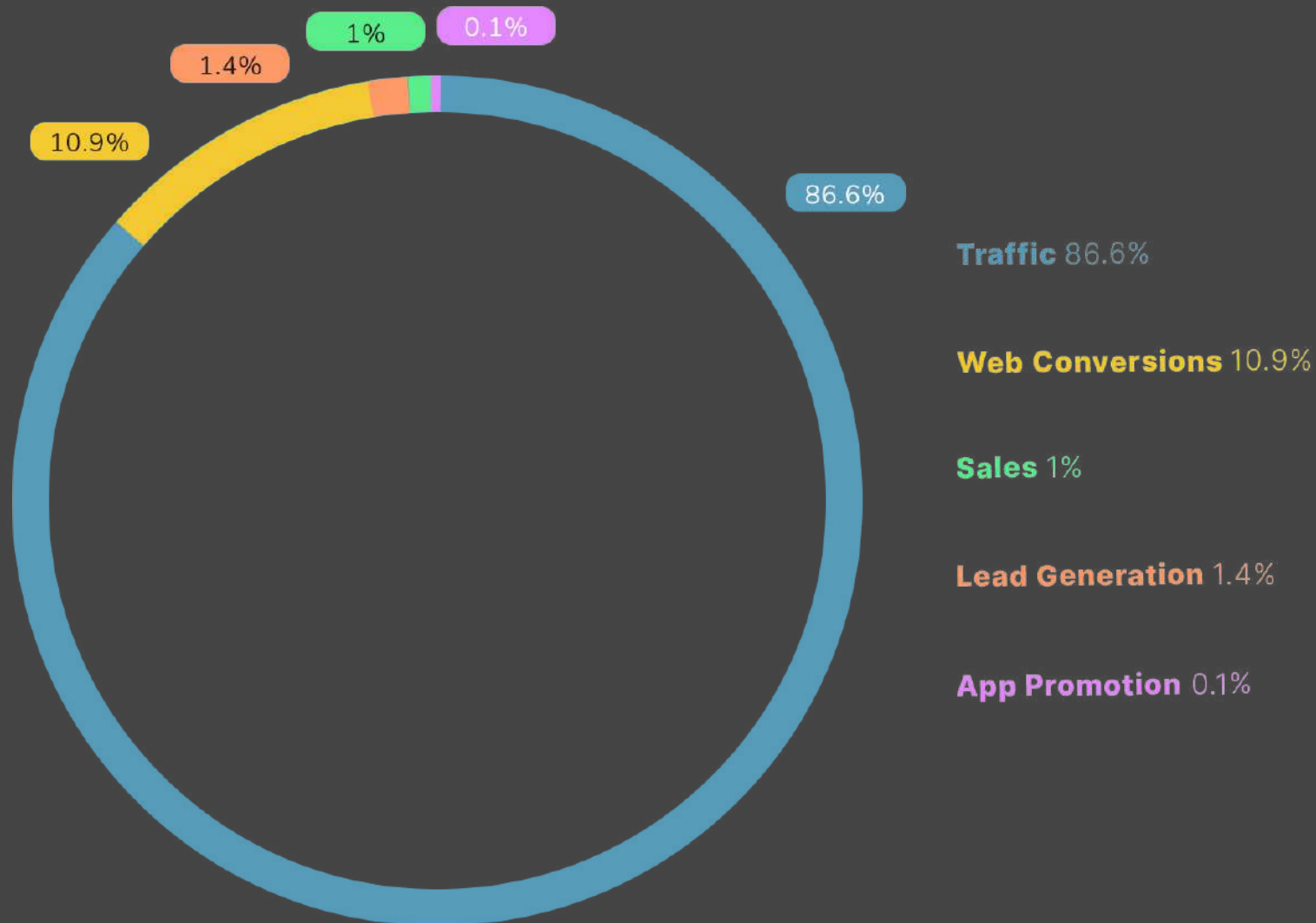
# Which campaign type receives the most clicks?

The total number of ad clicks analyzed in this study equated to 24,390,191. As with impressions, it's important to know how these clicks were distributed per campaign type.



# Which objective drives the most conversions?

In TikTok's words, conversions are the number of times an ad achieves the desired result based on the objective and selected settings. That said, the user performs two actions, for example, clicking on a link and interacting with the ad.





From the campaign sample, we analyzed a total of 2,331,093 conversions. However, this figure alone doesn't provide sufficient information, so we've calculated the conversion percentage of each campaign objective to see which campaigns drive more conversions.



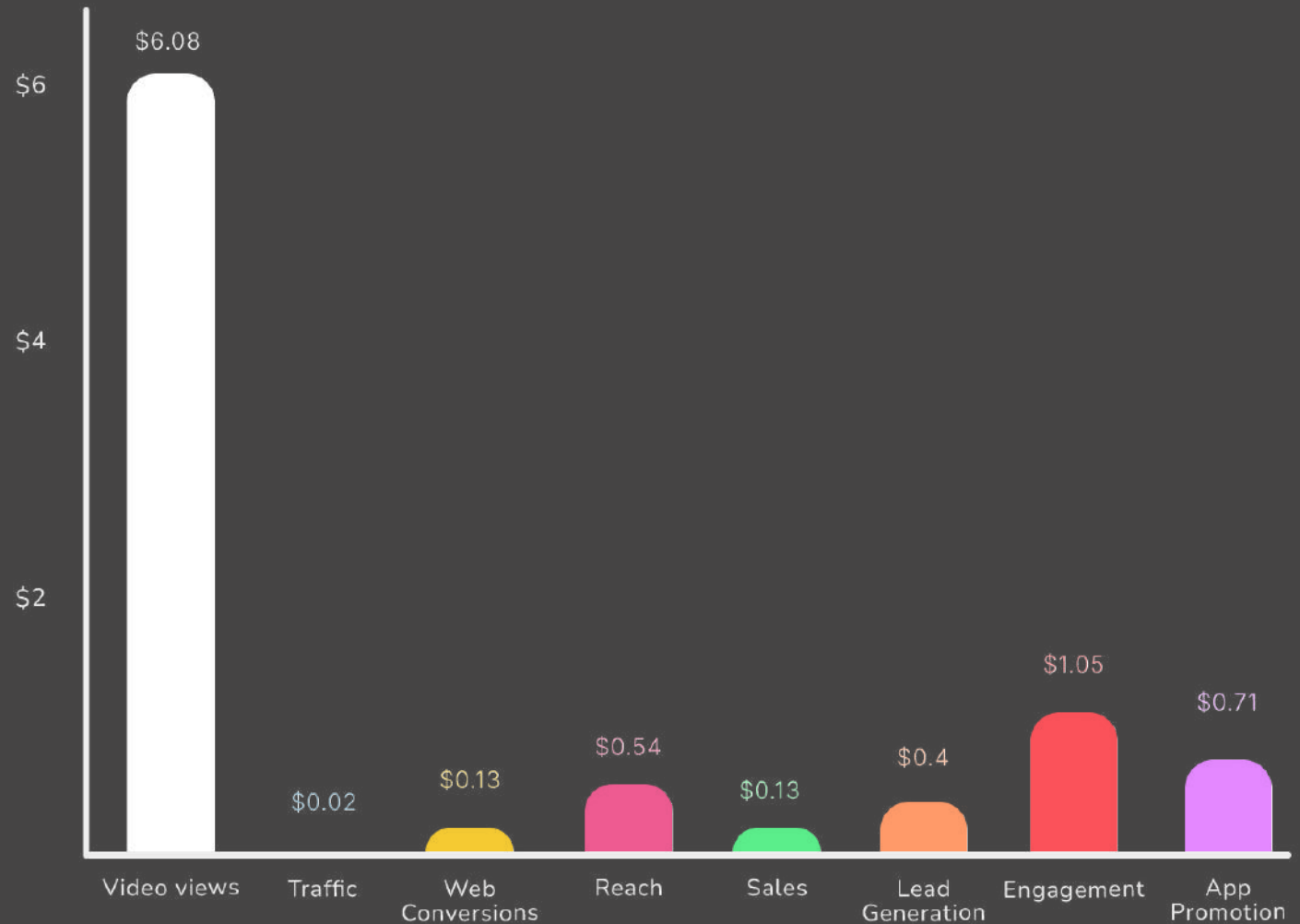
# Which campaign types have the highest and lowest cost per click?

## Average CPC per campaign

The average Cost per click (CPC) per campaign is **\$0.22 USD**.

Which campaign type has the highest CPC and which has the lowest?

With this data you have the information to help guide you through building your TikTok ads strategy.



## Average CPC per country

Having the Cost per click data of each country at hand gives you a global vision of TikTok ads campaigns, key information if you work with different languages and audiences.

For example, if we compare the overall average CPC from the study, \$0.22, we can see the United States and Italy are well above average with average CPC's of \$6.08 and \$3.39 respectively. It's always important to know which countries your clients are coming from, so keep this data in mind.

Our recommendation is to optimize your TikTok ads campaigns based on your ideal customers.



**United States:** \$6.35

**Italy:** \$3.39

**France:** \$0.6

**Spain:** \$0.38

**Malaysia:** \$0.08

**Chile:** \$0.07

**Mexico:** \$0.07

**South Africa:** \$0.07

**Canada:** \$0.06

**Peru:** \$0.06

**Switzerland:** \$0.04









**Ecuador:** \$0.02

**Colombia:** \$0.02

# CPM Data per Campaign

Performance can differ based on which campaign objective you select. That's why it's important to take the CPM per campaign metric into account when preparing your advertising strategy.

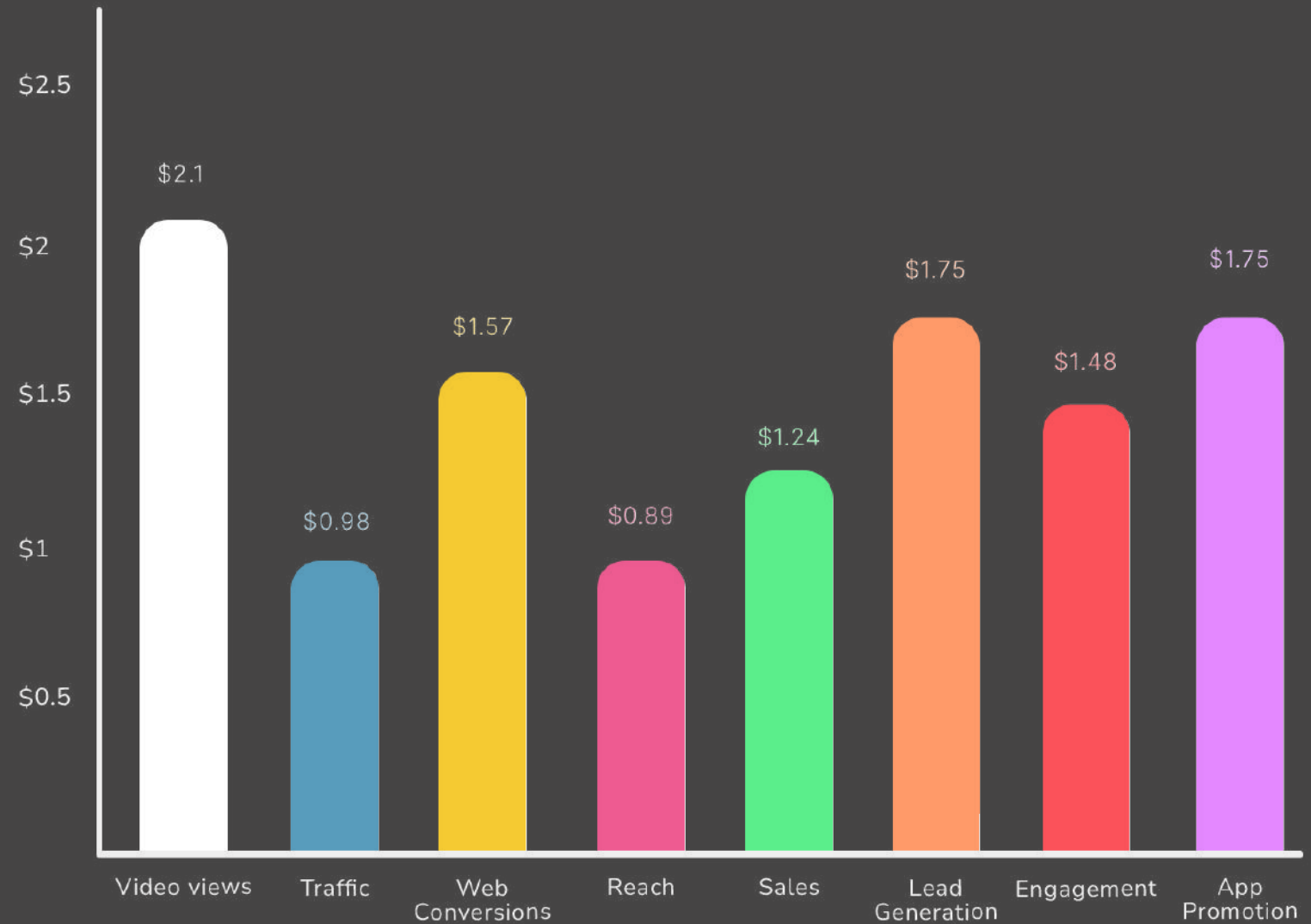
## But, what is average CPM per campaign objective in TikTok Ads?

-  **Video views:** \$2.1 per thousand impressions
-  **Lead Generation:** \$1.75 per thousand impressions
-  **App Promotion:** \$1.75 per thousand impressions
-  **Web Conversions:** \$1.57 per thousand impressions
-  **Engagement:** \$1.48 per thousand impressions
-  **Sales:** \$1.24 per thousand impressions
-  **Traffic:** \$0.98 per thousand impressions
-  **Reach:** \$0.89 per thousand impressions





## AVERAGE CPM PER CAMPAING TYPE



The average CPM data allows us to compare your data against these averages to see if your campaign is performing well or needs improvement. This is useful information to measure your campaign performance.

## Average CPM per country

The average CPM per country is \$1.56, and again the United States is in the first position with the most expensive CPM per country.

In fact, it is the only country above average, at \$4 per thousand impressions.

<b>United States:</b> \$4
<b>South Africa:</b> \$1.36
<b>France:</b> \$1.16
<b>Canada:</b> \$1.06
<b>Spain:</b> \$0.88
<b>Switzerland:</b> \$0.86
<b>Malaysia:</b> \$0.86
<b>Italy:</b> \$0.72
<b>Mexico:</b> \$0.58
<b>Chile:</b> \$0.45
<b>Colombia:</b> \$0.44
<b>Peru:</b> \$0.41
<b>Indonesia:</b> \$0.39
<b>Ecuador:</b> \$0.29

# TikTok Ads Study

## Conclusions

### What are the most commonly used advertising campaigns?

Campaigns to maximize video views are the most commonly used, representing 26.1% of the sample, and also the ones that work the best in terms of impressions.

Despite this, it is the objective that has the highest CPC (\$6.08 per campaign) and has the highest CPM at \$2.1 per thousand impressions.

### Traffic campaigns dominate clicks

Which objective generates the most clicks? That would be traffic campaigns, aimed at driving traffic to a website, blog, or shop. These campaigns receive the most clicks, representing 64.7% of the sample, for a total of 13,498,264 clicks.

Also, these campaigns have the lowest average Cost per click (CPC) out of the study, at just \$0.2 per campaign. If you want to attract users to your website, Traffic campaigns might be your best bet.



## Where is the most invested?

The campaigns with the highest investments are video view campaigns, for a total of \$3,093,751.06, representing 60.3% of the sample. On the other hand, Sales and App Promotion campaigns receive the lowest investment with \$57,777.58 (1.1%) and \$3,505.24 (0.8%) respectively

Is the data the same if we take into account the average investment per campaign? This data only coincides with the first two positions, where video views and web conversion campaigns have the highest average investments per campaign at \$2,537.94 and \$1,181.22 respectively.

However, the biggest difference is in App Promotion campaigns. Overall, they have the smallest investment of the sample (0.8%), but when speaking of average investment per campaign they rank third with \$895.47.

As mentioned above, the average investment increases because although there are fewer App Promotion campaigns, more is invested per single campaign.



# TikTok Ads vs Facebook Ads

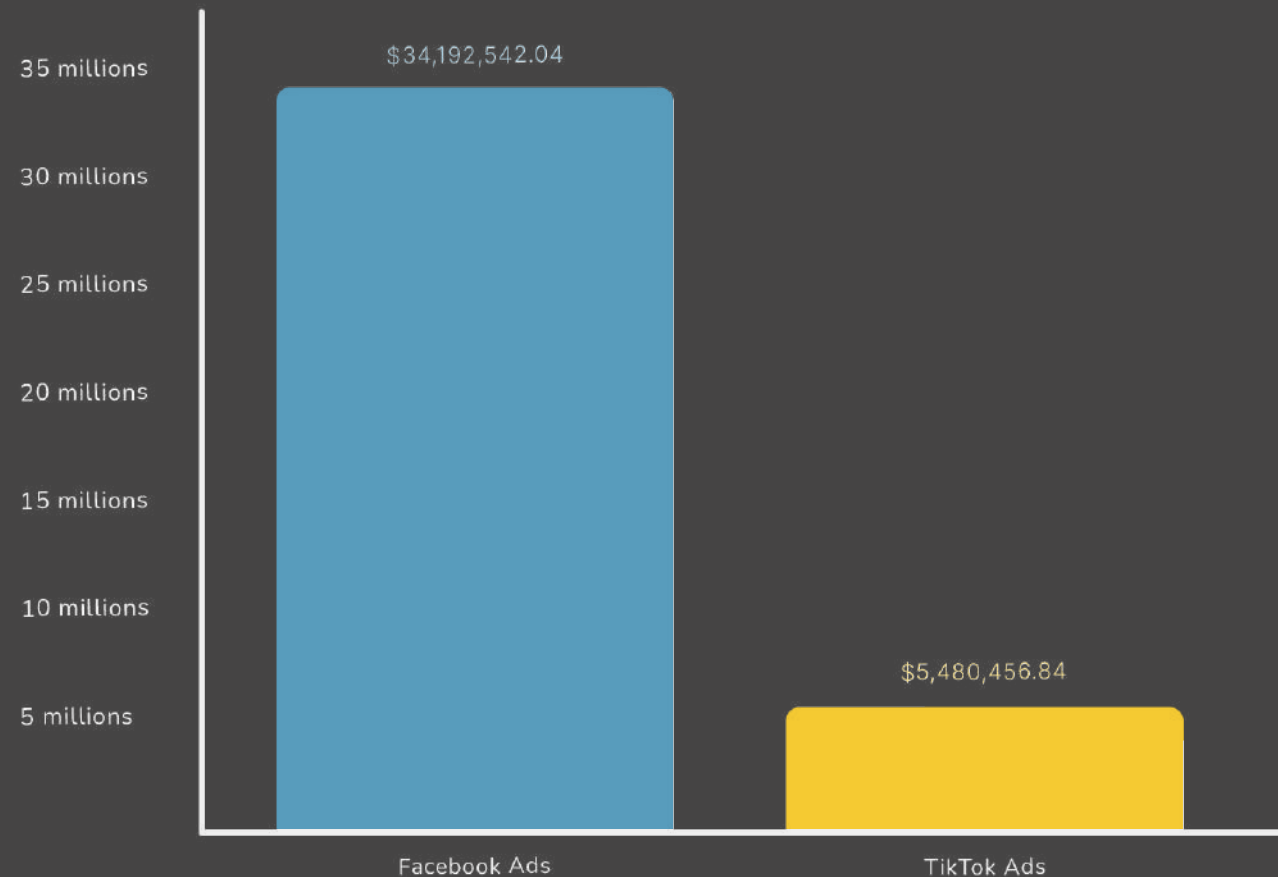
## Which social network sees more ad investment?

Despite TikTok's popularity, brands, agencies, and social media managers invest a larger budget in Facebook Ads than in TikTok Ads, with a large discrepancy: \$34,192,542.04 in Facebook Ads to TikTok's \$5,480,456.84.

It should be noted that the sample size for our Facebook Ads study included more campaigns, 211,929, than TikTok's sample of 5,037 campaigns. It should also be noted that the length in which we conducted this TikTok Ads study was longer than the Facebook Ads study, 90 days compared to 60.

What are the differences between TikTok Ads and Facebook Ads campaigns?

After conducting our **2024 Facebook Ads Study**, we contrasted the most relevant data between the two advertising platforms.



## Which campaign type is favored on each platform?

Here we can see one of the biggest differences due, in part to the fact that the nature of TikTok content is videos. In **TikTok Ads, campaigns aimed to maximize video views are favored**, contributing to 1,291 campaigns of the total.

On the other hand, in **Facebook Ads, brands, agencies, and social media managers favor engagement campaigns**, with a total of 89,831 campaigns carried out during the sample.

Interestingly, engagement campaigns on TikTok are the second most used, for a total of 996 campaigns. This shows that engagement is still a key objective in advertising strategies.

## Is the CPC more expensive in TikTok Ads or Facebook Ads?

We settle the debate on which platform has the highest Cost per click (CPC).

In the case of **Facebook Ads, we recorded that the average CPC per campaign is \$0.075, while in TikTok Ads, the data shows that it is more expensive with an average of \$0.22 per campaign.**

So, is the average CPC per campaign more expensive in TikTok Ads? Yes, but you also have to take into account the type of campaign you run, i.e. your target, and on which social network.

For example, the average CPC per App Promotion campaigns in Facebook Ads is \$0.32, higher than the average of \$ 0.075.

On the other hand, in TikTok Ads, all campaigns are above the average except for Web Conversions, Product Sales and Traffic. Even, the average CPC per campaign for Video Views has a big difference compared to the general one: \$6.08.

So, is it better to run ads on TikTok or Meta? With the data in hand, it's up to you to choose which platform to carry out your advertising strategy, always keeping your target audience in mind.



We've reached the end of the 2024 TikTok Ads Study in which we have analyzed 730 accounts and more than 5,000 TikTok campaigns. Now it's your turn. Apply the data, conclusions, and information extracted from the study to prepare your strategy and measure your advertising campaigns with Metricool.

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TikTok Ads 2024 Study



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