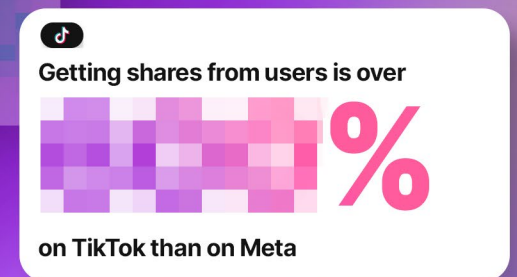
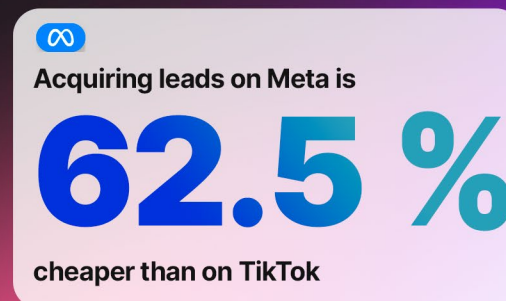
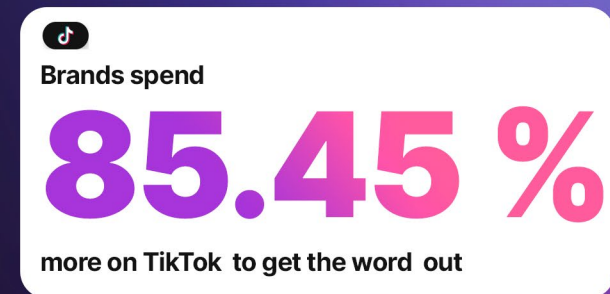
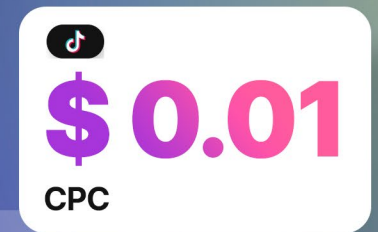
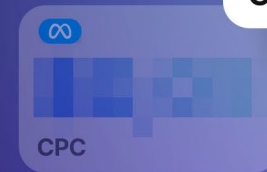
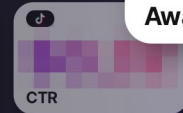


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# Social Ads

Study 2025



[metricool.com/social-ads-study/](https://metricool.com/social-ads-study/)

# Hello, we are Metricool!

The tool that not only understands your work on social media but makes it easier too.

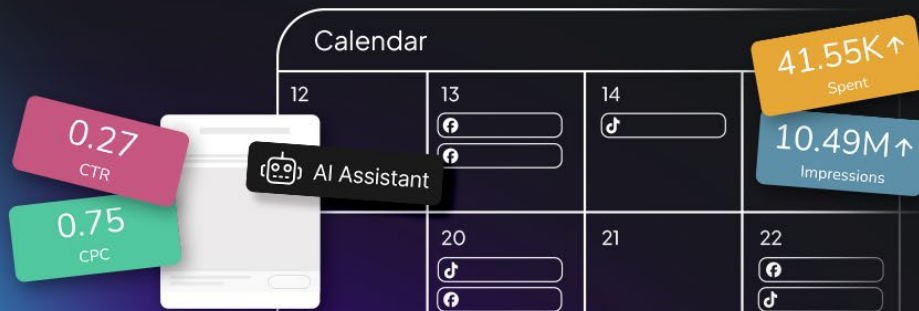
Plan, publish, and analyze your social networks from a single place.

## More than 2 million professionals already trust us:

from global brands like Adidas and Elle, to small local businesses, like a diving school in Cape Town.

Metrics are in our DNA (and in our name). It was our first functionality and remains at the heart of everything we do.

Because understanding what's happening on networks is not optional. **It's the key to spotting trends, measuring results, and making better decisions.**



**Sign up for a free account  
and start saving time today.**













Yes, for free. Forever. No cards.  
No trial periods.

**CREATE YOUR FREE ACCOUNT**



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## How to measure your campaigns well



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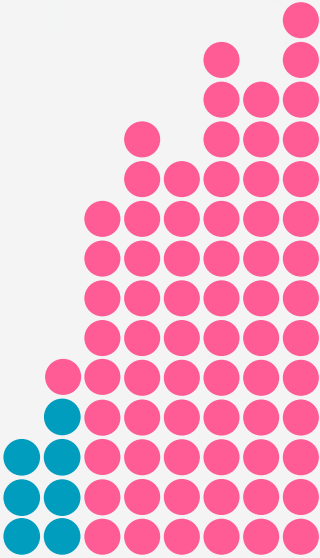
Methodology

This study analyzes the performance of advertising campaigns on **TikTok and Meta** (Facebook, Instagram and WhatsApp) during the first quarter of 2025 (January-March).

503,281  
campaigns were examined

49,417  
ad accounts

In total, 503,281 campaigns were examined from 49,417 ad accounts.



Collectively invested more than  
\$188,000,000

114  
billion impressions

1.8  
billion interactions

The combined campaigns generated more than 114 billion impressions and more than 1.8 billion interactions across all platforms.

DOWNLOAD STUDY



All investment figures have been harmonized and converted to U.S. dollars (USD) to ensure consistent data analysis comparisons.



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# The study at a glance

Only

2.5%

of brands use **TikTok Ads and Meta Ads campaigns.**



LONGEST-LASTING CAMPAIGNS

72 days

**Meta Lead** campaigns are the longest-lasting; brands keep them active for an average of 72 days

72 days

**Meta Lead** campaigns

25 days

**Interaction** campaigns

SHORTEST-LASTING CAMPAIGNS

25 days

**Interaction** campaigns are the shortest-lasting; brands keep them active for an average of 25 days

CAMPAIGNS WITH THE MOST INTERACTIONS

30.8%

**Traffic** campaigns make up 30.8% of interactions on Meta

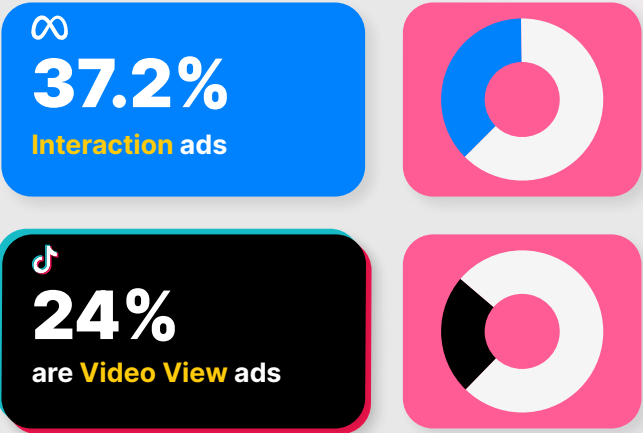
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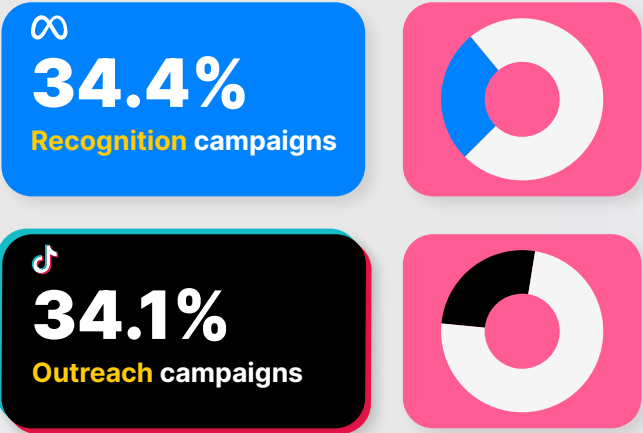


# The study at a glance

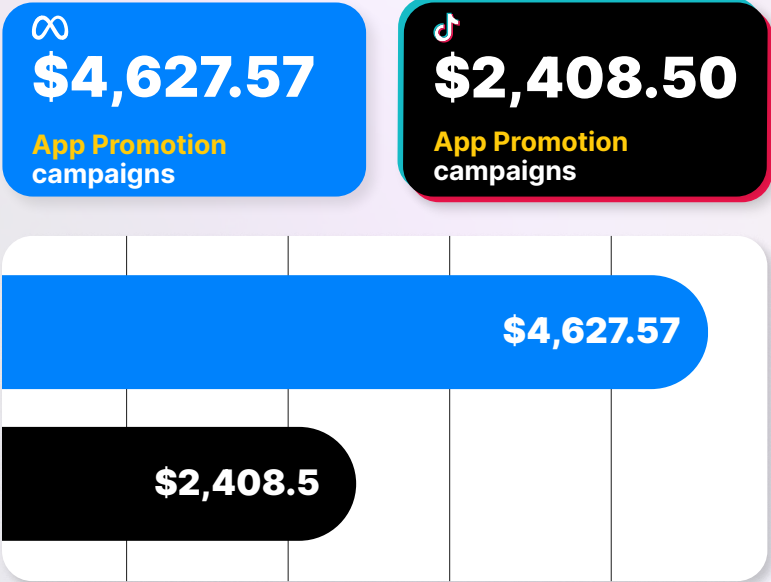
## Favorite campaigns for brands



## Campaigns generating the most impressions



## Campaigns with the highest average spend



## Most expensive CPC



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# Introduction

## If you need instant results, **organic content is not always enough.**

**Social media advertising is your shortcut:** it helps you reach the right people at the right time, without waiting months. Of course, every shortcut has its trade-offs. Here is a guide to finding the path that best suits your brand so that you can invest well and get far without overspending.

Choosing the right type of campaign is key to avoiding wasting your budget. **Let's start with a quick guide to know which objective to use depending on what you want to achieve:**



### Reach

Show your ad to as many people as possible.  
**Ideal for gaining visibility fast.**



### Awareness

Show your brand to people who are more likely to be interested. **Ideal for making yourself known without wasting impressions.**



### Video views

Maximizes views among users most likely to be interested.  
**Ideal if you want your video to be seen (rather than just shown).**



### Traffic

Leads users to a specific page (web, video, course).  
**Ideal to increase visits or drive traffic to a key site.**



### Interaction

Increases likes, comments, messages, or reproductions.  
**Ideal to generate community and engagement from the beginning.**

### Web conversions

Drive traffic to your website to perform a specific action (purchase, registration, etc.).  
**Ideal for converting visits into results.**



### Sales Lead Generation

Collect data from potential customers with an integrated form.  
**Ideal for building your contact base.**



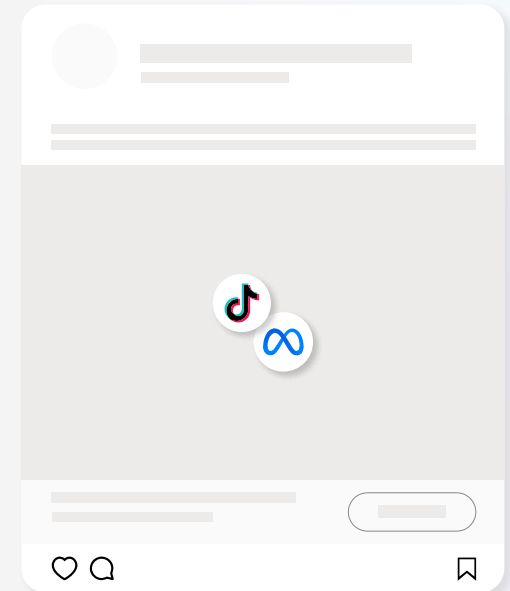
### App Promotion

Ads that redirect to app stores.  
**Ideal for increasing downloads if you have an app.**



### Sales

Sends traffic to your e-commerce or catalog.  
**Ideal for driving direct purchases.**



# Social Ads: Where, how, and why

It's time to get down to business with the survey data. And before comparing, **we need to sort it out.**

We have structured the analysis according to the classic marketing funnel:

At each stage, we will see what types of campaigns correspond to that point in the funnel and compare the options offered by each platform:

**Top  
of the Funnel**  
Recognition

? Which is best  
for **brand visibility**?

**Middle  
of the Funnel**  
Consideration

? Which is more cost-effective  
for **attracting traffic**?

**Bottom  
of the Funnel**  
Conversion

? Which platform achieves  
better results in **conversion  
campaigns**?

This way, you  
will be able to  
see, with real  
data, which  
one best fits  
your goals and  
budget.

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# Campaigns for each stage of the funnel

## Top of the Funnel

Reach



Awareness



## Middle of the Funnel

Video views



Interactions



Traffic



## Bottom of the Funnel

App Promotion



Sales Lead Generation



Web Conversions



Sales



Potential Clients



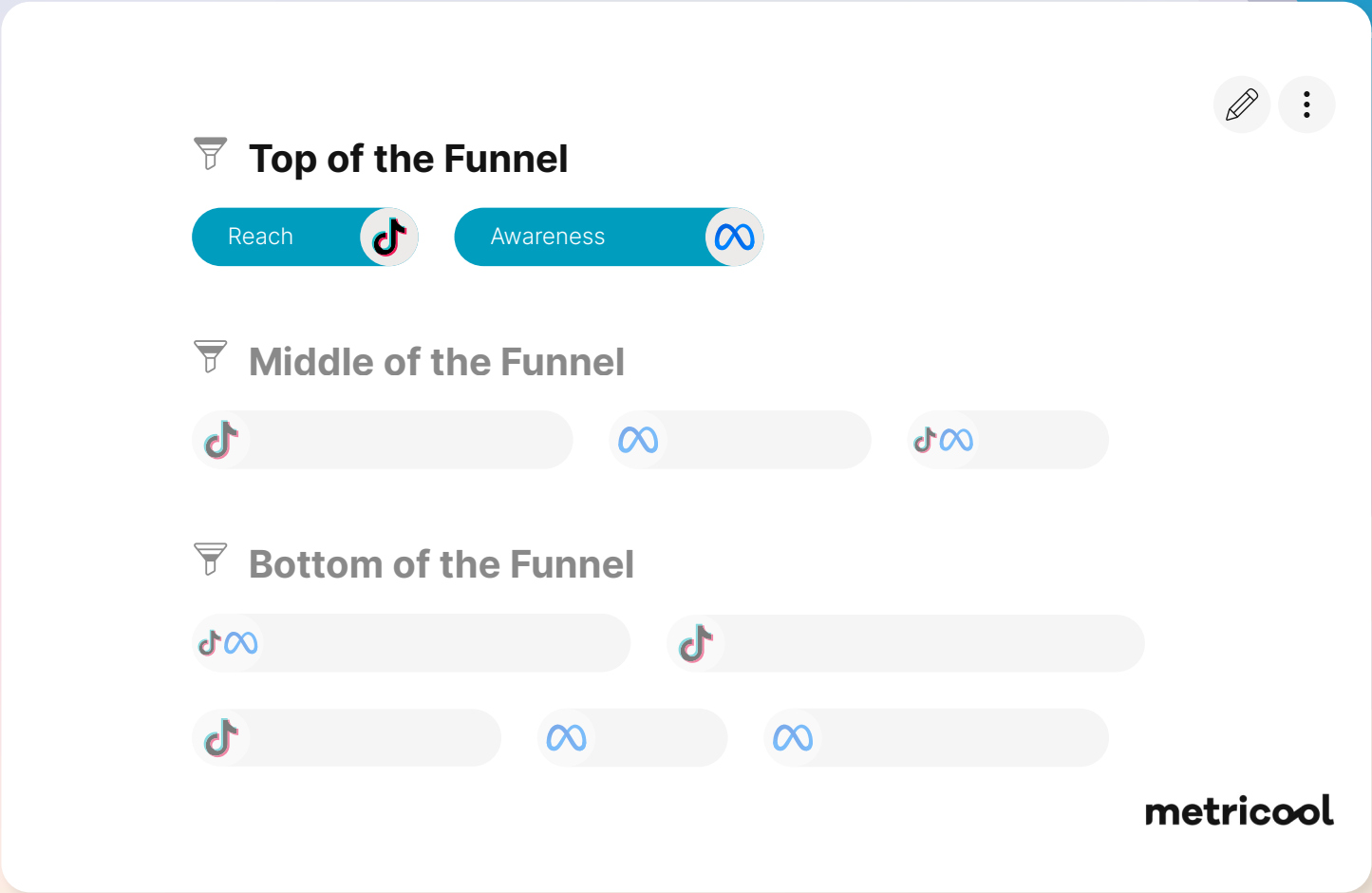
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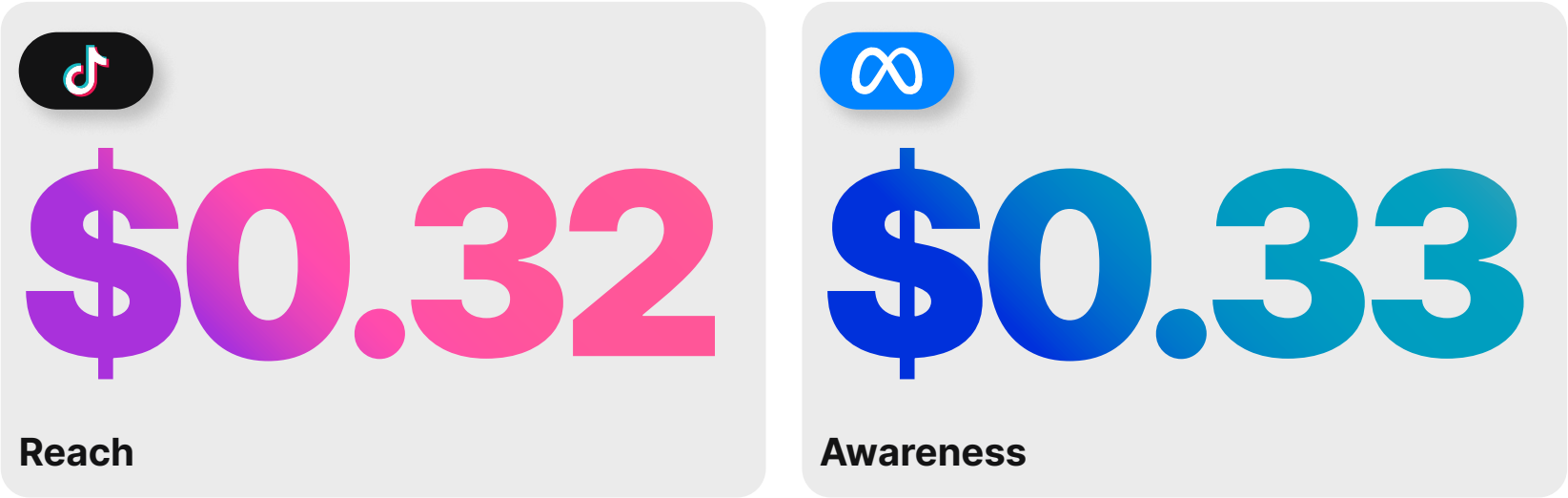
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# Top of the Funnel

## The price of being seen



CPM (Cost Per Thousand Impressions)

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# Top of the Funnel



**Brands spend**

**85.45%**

**more on TikTok to get the word out**

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*Based on the average spending of Reach Ads and Awareness Campaigns*

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# Top of the Funnel

If you want more people to know about you, you need to get on their radar first.

That's where **TikTok Reach** ads and **Meta Awareness** campaigns come in.

**The goal here is not to make a sale right away,** but to get your brand to start resonating with them, so that you appear on their screens and they find you.

Think of them as the first step: **they don't convert yet, but they prepare the groundwork so that when it's time to sell, your brand is not a complete stranger.**

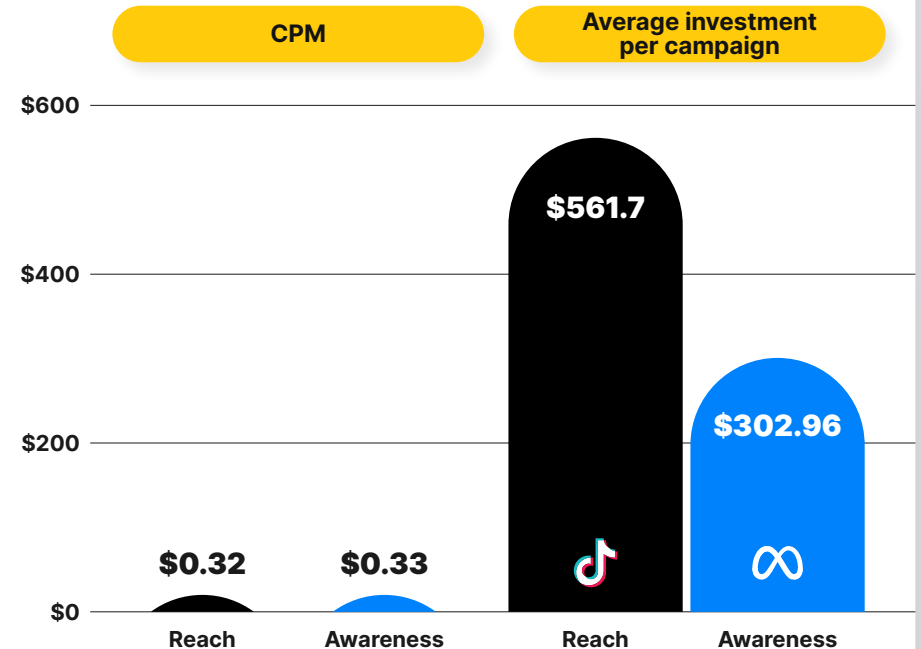


These are the **cheapest campaigns by impact.**



They are the ones that give you the **highest volume of views and impressions.**

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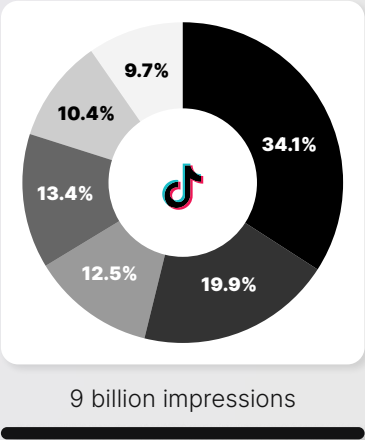
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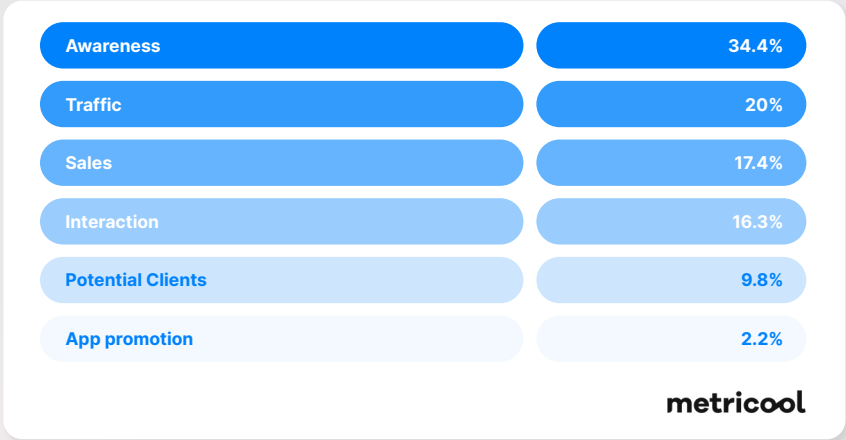
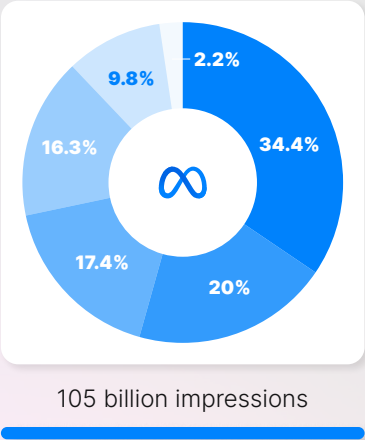
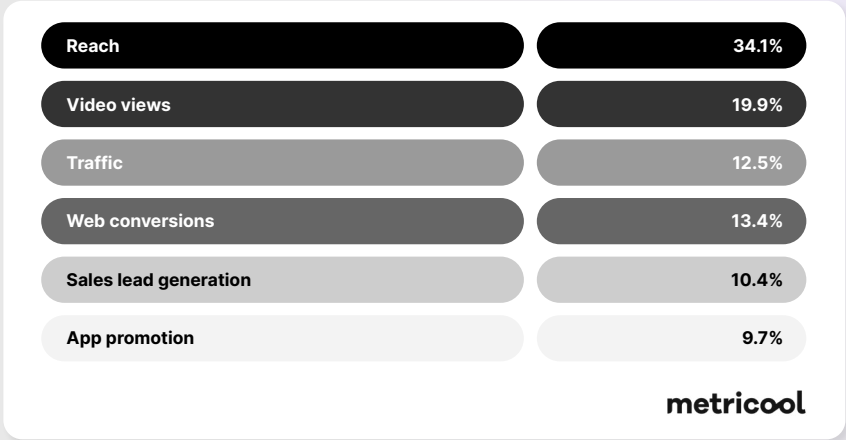


# Top of the Funnel

How 114 billion impressions are distributed



## The best campaigns if you want to be discovered



Percentage calculated over the total number of analyzed campaigns



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# Top of the Funnel

Examples



Ad

Preply



Results

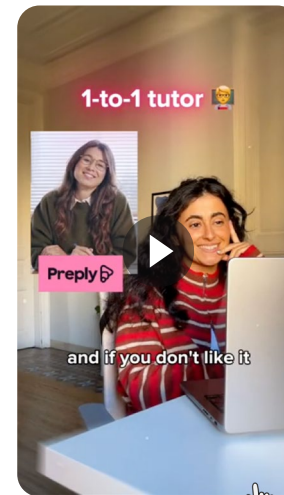
**10-20M**

unique users reached



Format

**Short video**



Ad

Preply



Results

**10-20M**

unique users reached



Format

**Short video**



App



Why it works:

**The brand's most successful campaign, active for over 6 months, explains its value proposition in a straightforward way, even to those unfamiliar with it.**



App



Why it works:

**Seize the moment. Campaigns launched at the beginning of the year, linked to New Year's resolutions to connect perfectly with a universal feeling.**

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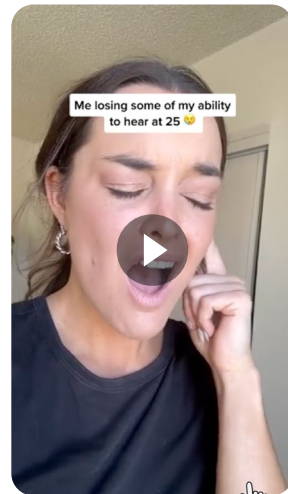
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# Top of the Funnel

Examples



Ad

Loop Earplugs



Results

**1-10M**  
unique users reached



Format

**Short video**



Why it works:

**A series of ads showing different product use cases with 100% organic aesthetics, designed to imitate authentic user videos, not commercials.**

Accessories



Ad

Migros Online



Results

**1.5M**  
unique users reached



Format

**Short video**



Why it works:

**It takes advantage of a viral trend of interviewing people on the street.**

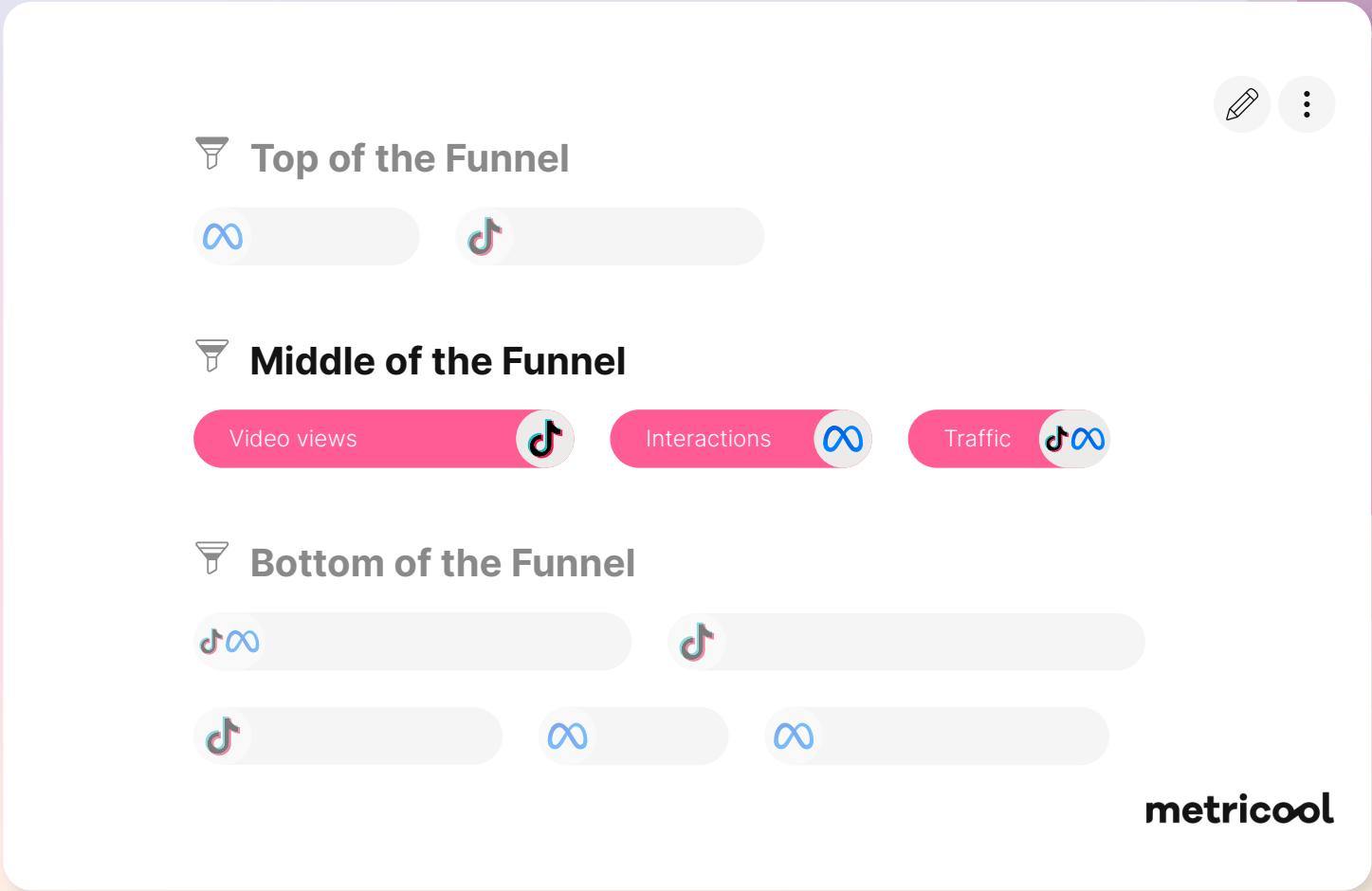
Retail



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# Middle of the Funnel

From window shopping to entering the store:  
**How much does it cost to attract customers to your business?**



**\$0.01**

CPC



**\$0.05**

CPC

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CPC (Coste Per Clic)

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## Middle of the Funnel



**Brands pay**

**400%**

**more per click on meta**

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*Calculated by measuring the CPC of Traffic campaigns on both platforms.*

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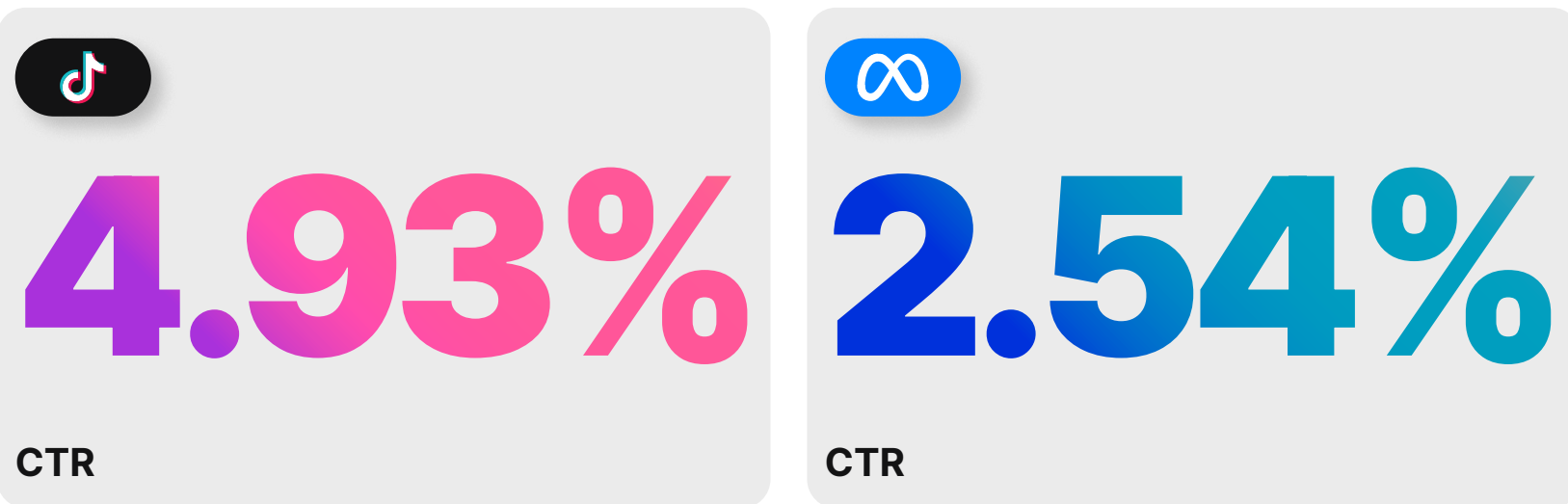
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# Middle of the Funnel

## Which platform converts views into visits?



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CTR (Click Through Rate) on Traffic campaigns

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# Middle of the Funnel

**TikTok Traffic campaigns achieve a 94% higher CTR compared to Meta campaigns.**  
A figure that highlights the quality of TikTok ads.

But analyzing this data without context is like starting a network strategy without doing an audit first.



**Good CTR data has to be accompanied by an interesting CPA (Cost per Action) or Conversion figure.** This is what will actually determine the quality of the click.



If you impact the user with your ad, **but the page they reach has nothing to do with what you are promoting: RED FLAG** for your brand. The user abandons your page, the campaign and perhaps loses all confidence in you.

That's why it's important to know the full context: **TikTok may have a better CTR, but can Meta have better-qualified traffic?**

The answer is in the data: **NO.**

TikTok has a higher CTR and moreover...

**CPA**  
**89%**  
cheaper

**Which actions are used to measure CPA in Ads?** It refers to any action the user takes when they arrive at your ad (for example, watching a video or clicking on an outgoing link) or as a result of the ad (such as downloading an app, or making a purchase).

TikTok gets  
**74,8%**  
of the **Conversions**

It's the perfect target for the middle of the funnel.

**Users not only know you exist (awareness) but also consider your brand to take an action, such as going to your website, watching a video, or registering on a landing page (traffic).**

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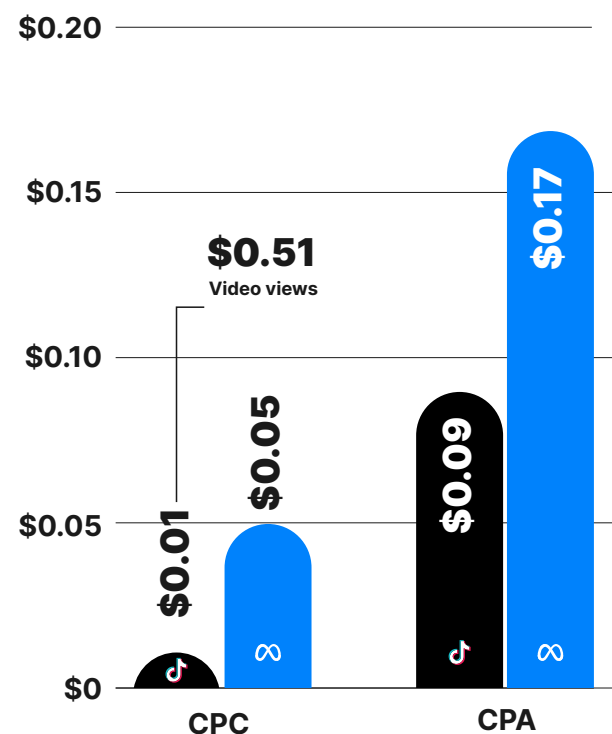
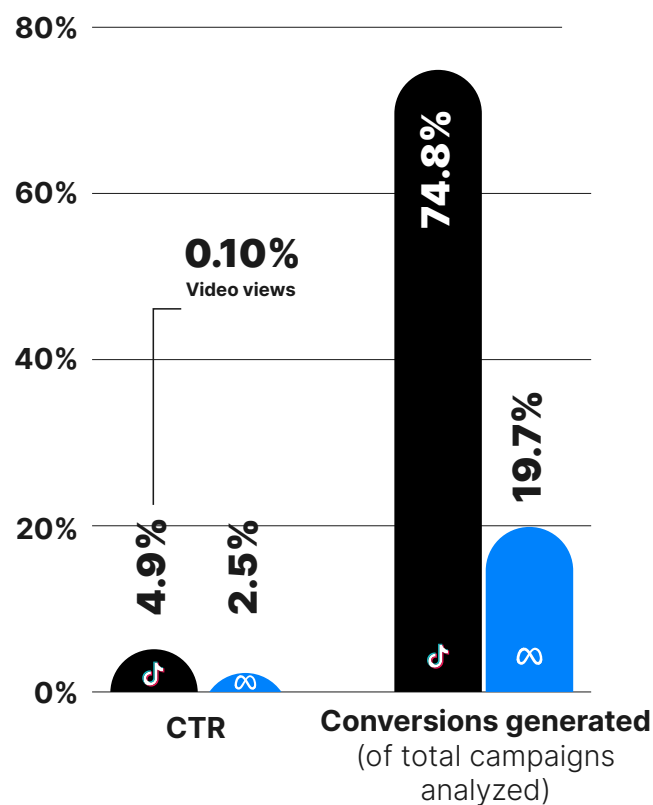
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# Middle of the Funnel

TikTok Traffic campaigns achieve a 94% higher CTR compared to Meta campaigns.



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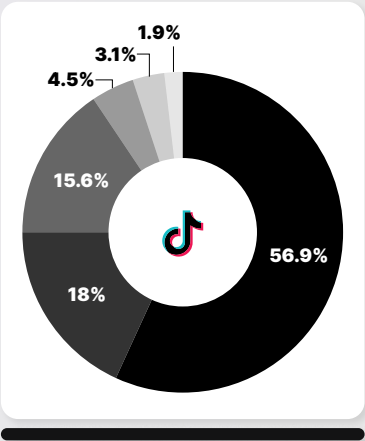
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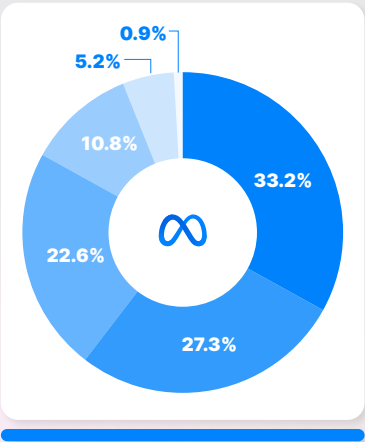
How do you know if your Traffic ads are successful?



On both Meta and TikTok, your target is the Clicks metric.

Traffic	56.9%
App promotion	18%
Web conversions	15.6%
Reach	4.5%
Sales lead generation	3.1%
Video views	1.9%

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Traffic	33.2%
Sales	27.3%
Interaction	22.6%
Potential Clients	10.8%
Brand Awareness	5.2%
App promotion	0.9%

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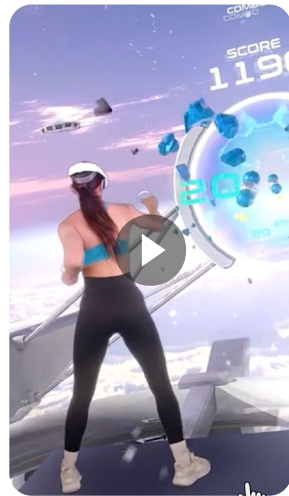
Clicks Ratio

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Ad

**Five Mind Creations**



Results

**1-10M**

unique users reached



Format

**Short video**



Ad

**Booking**



Results

**63k**

unique users reached



Format

**Short video**



Why it works:

**Super visual content showing everything you can do with the product. Conquering from the first second of the video and showing that it is accessible to any user.**

Virtual Reality product



Why it works:











**Uses humor to connect with a specific audience with a fondness for hiking.**

Marketplace



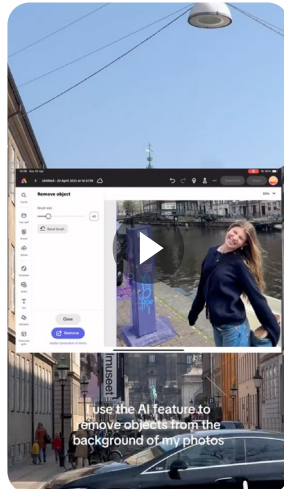


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Ad

Adobe



Results

**10-100k**  
unique users reached



Format

**Short video**



Why it works:

**Super visual content showing everything you can do with the product. Conquering from the first second of the video and showing that it is accessible to any user.**

Software



Ad

Adobe



Results

**32.880**  
unique users reached



Format

**Short video**



Why it works:

**Good storytelling that connects with your target user (young, traveling, and social media savvy) and shows them how your tool helps them with photo editing.**

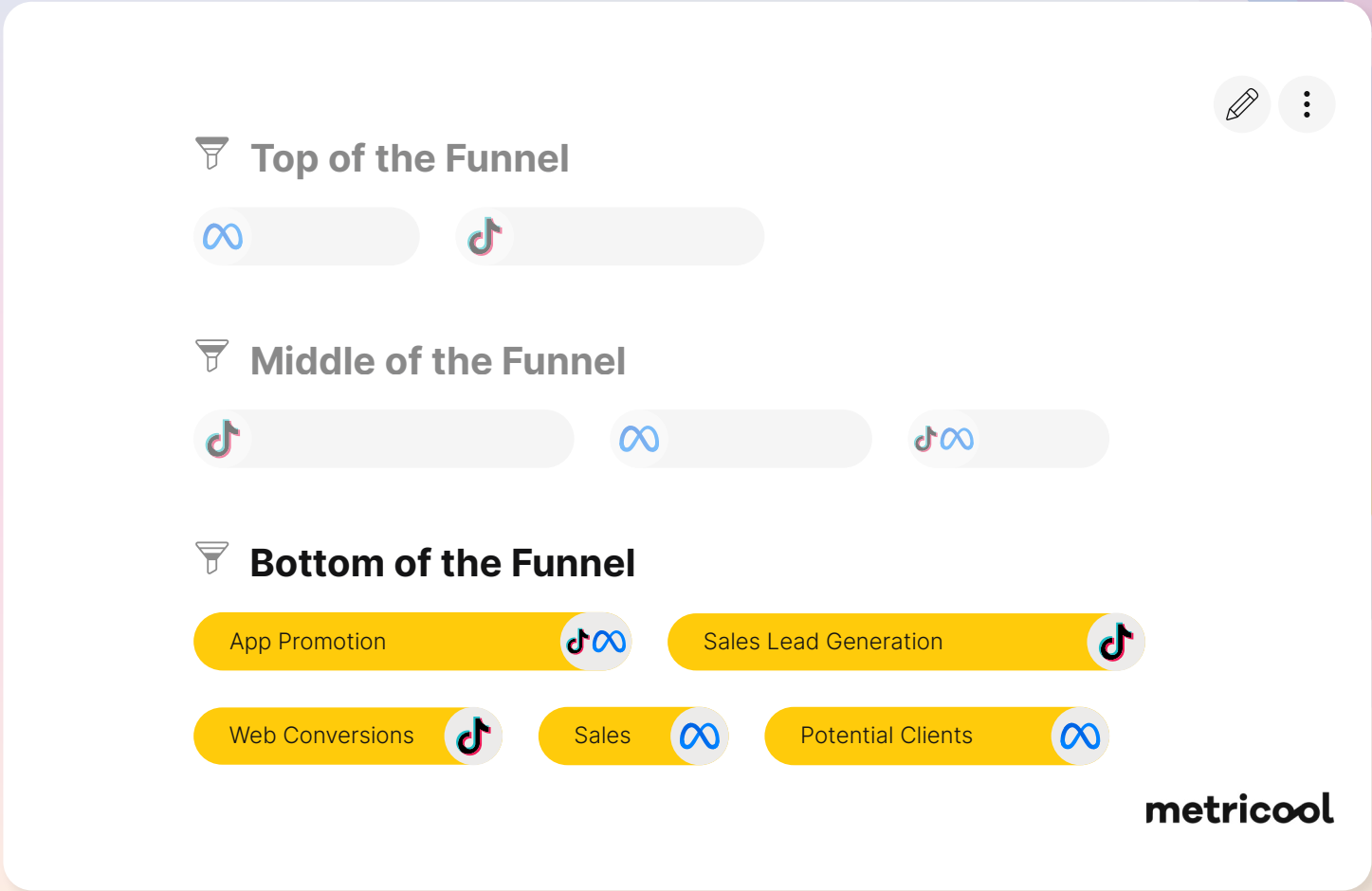
Software



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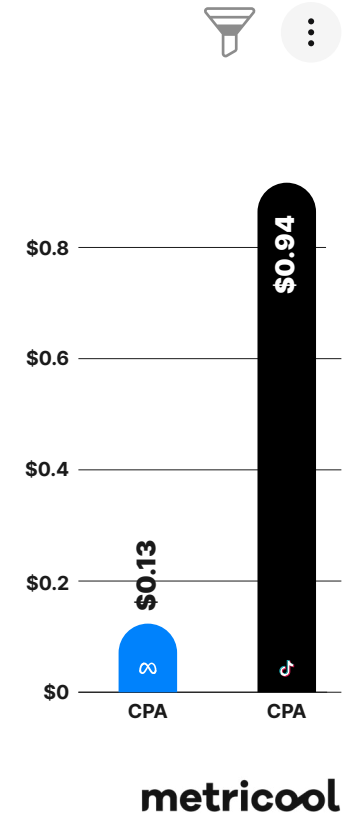
# Bottom of the Funnel



Getting shares from users is over

600%

more expensive on TikTok than on Meta



Based on the CPA (Cost Per Action) of Sales (Meta) and Web Conversion (TikTok) campaigns

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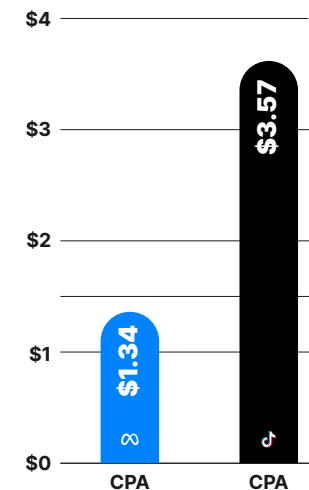
# Bottom of the Funnel



Acquiring leads on Meta is

62.5%

cheaper than on TikTok



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CPA (Cost per Action) comparing Sales Lead Generation campaigns (TikTok) and Potential Clients (Meta)

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# Bottom of the Funnel

## TikTok entertains, Meta sells



—  
Conversions generated (of the total number of campaigns analyzed)

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# Bottom of the Funnel

Let's put the data on the table: if we stick with the premise that **the main objective of the Bottom of the Funnel is to get the user to take an action, THERE IS NO DEBATE.**

Meta Sales campaigns are the best option:

the cost per action is cheaper, and they achieve a better conversion rate.

💡

**\$0.13 CPA**  
Higher ads efficiency on Meta.

∞ ➔

💡

**61.3% of conversions**  
The objective that generates the most conversions on Meta.

∞ ➔

🎵

**\$0.14**  
CPC

∞

**\$0.15**  
CPC

TikTok has a CPC of \$0.14, while Meta's is \$0.15 (7.14% more expensive). But the fact that the conversion rate is so low tells us that the quality of users is not as good as Meta's.

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	🎵 Web conversions	∞ Sales	🎵 App Promotion	∞ App Promotion	🎵 Sales Lead Generation	∞ Potential Clients		
CPA	\$0.94	\$0.13	\$2.61	\$1.96	\$3.57	\$1.34		
Conversions generated (of the total number of campaigns analyzed)	19.8%	61.3%	2.9%	0.4%	2.5%	4.4%		
CPC	\$0.14	\$0.15	\$0.05	\$0.42	\$0.33	\$0.28		
Average spend	\$920.29	\$1,182.63	\$2,408.5	\$4,627.4	\$528.08	\$787.68		

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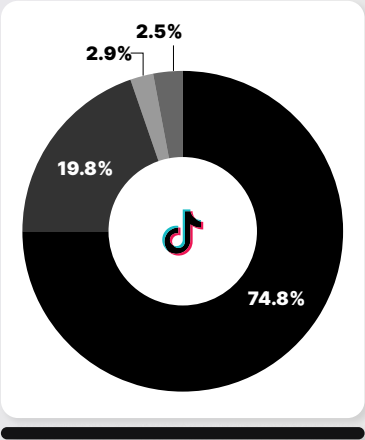
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# Bottom of the Funnel

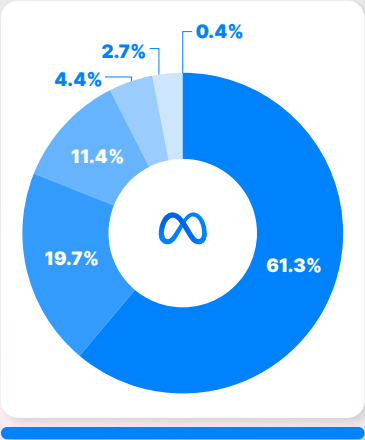
Which ad type records the best conversions?



Conversions show you whether the user has performed your desired final action at the bottom of the funnel.

Traffic	74.8%
Web conversions	19.8%
Sales lead generation	2.5%
App Promotion	2.9%

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Sales	61.3%
Traffic	19.7%
Interaction	11.4%
Potential Clients	4.4%
Awareness	2.7%
App Promotion	0.4%

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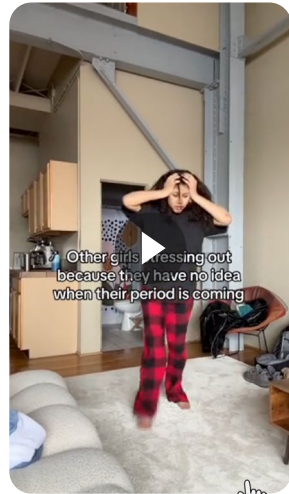
Conversion Ratio

# Bottom of the Funnel

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Ad

Flo



Results

**10-20M**

unique users reached



Format

**Vertical video**



Why it works:

**Starts with a situation that the audience can relate to, shows how the product offers a clear solution, and closes with a direct CTA.**

App



Ad

Temu



Results

**10k**

unique users reached



Format

**Vertical video**



Why it works:

**Highly defined segmentation. Shows the product in action and a clear CTA for purchase.**

E-commerce





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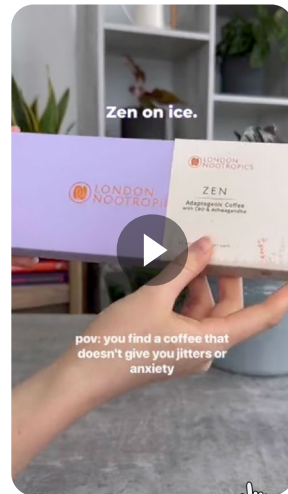
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# Bottom of the Funnel

Examples



Ad

London Nootropics



Results

**1-10k**  
unique users reached



Format

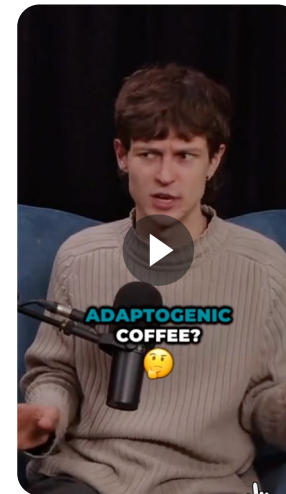
**Vertical video**



Why it works:

**It emphasizes the benefits of their product and how it differs from coffee or their usual products by directly "attacking" the user's pain point.**

Nutrition



Ad

London Nootropics



Results

**10-100k**  
unique users reached



Format

**Vertical video**



Why it works:

**Pitches an interesting question to coffee lovers, and then shows the benefits of their product.**

Nutrition



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# How brands use Social Ads

Now you know the shape of the classic marketing funnel.

**But do brands' efforts fit that same distribution?**

We've analyzed what social media ads are actually used for. We have visually represented the weight of each type of campaign according to its use:

**this is how the investment in social ads is distributed, and how priorities change according to the platform.**



## TikTok Ads Objective



### Top of the Funnel

Campaigns

Investment

Reach

16.2%

14.8%



### Middle of the Funnel

Video views

24%

14%

Traffic

17.7%

11.7%



### Bottom of the Funnel

App Promotion

3.3%

12.8%

Sales Lead Generation

17.7%

15.2%

Web Conversions

21.1%

31.6%

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## Meta Ads Objective



### Top of the Funnel

Campaigns  
▼

Investment  
▼

Awareness

8%

6.6%



### Middle of the Funnel

Traffic

31%

14.8%

Interactions

37.2%

13%



### Bottom of the Funnel

App Promotion

0.3%

3.3%

Sales

11.2%

36%

Potential Clients

12.3%

26.3%

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# Conclusions

## TOP OF THE FUNNEL



### To get noticed, brands choose TikTok with their wallet

With an almost identical CPM (\$0.32 on TikTok vs \$0.33 on Meta), both TikTok and Meta are effective options for gaining visibility. But brands invest 85% more on average in outreach campaigns on TikTok, betting much more clearly on this platform in the discovery phase.

## MIDDLE OF THE FUNNEL



### The middle of the funnel is TikTok territory

Traffic campaigns on TikTok stand out for their low cost (CPC \$0.01) and high CTR (4.93%). They also account for 74.8% of TikTok conversions, confirming that it is the most effective platform for capturing attention and interest when the goal is to drive qualified traffic.

## BOTTOM OF THE FUNNEL



### Meta sweeps in the final phase

When the objective is to sell, Meta is unrivalled: its Sales campaigns generate 61.3% of total conversions, with a CPA up to 7 times cheaper than TikTok at this stage. If you are looking for direct return, Meta seems the safest bet.



### Combining both platforms maximizes the impact

TikTok allows you to reach many more people at a lower cost. Meta, on the other hand, finishes off with greater conversion efficiency. Using both platforms strategically—rather than choosing just one—allows you to build a complete and more profitable funnel.

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## How to measure your campaigns well

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# How to measure your campaigns well

Before you start measuring results, you need a solid foundation:

make sure your accounts are properly connected and configured.

You haven't done it yet? That's OK, it's easier than it sounds. We have step-by-step guides to help you.

**If Cristina has been able to do it, baking cheesecakes at 5 a.m. to run her business, so can you.**

GET STARTED WITH TIKTOK ADS



GET STARTED WITH META ADS

## Why Metricool

We could give you multiple reasons, but we sum it up in one: **time**.

Instead of having to constantly change platforms to view data, analyze campaigns or generate reports in one click, we propose a plan: **have it all in one platform, on one screen**.



Do you want to see TikTok Ads metrics? Metricool.



Do you want to measure the performance of your most recent Meta Ads? Metricool.



Want reports to present at a meeting or send to clients? That's right. Metricool.

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# How to measure your campaigns well

In this **video** we show you how to **create your campaign reports** in just minutes and a trick to automate them.

And as a gift, a **free template** to download and add your campaign data.

Because first impressions count too.

DOWNLOAD THE TEMPLATE HERE



This, like the best movies, is just the trailer, because if you join Metricool, you can plan content for all your campaigns:

- 1 Plan content for all the social networks you work with.
- 2 Analyze the performance of your accounts: all your analytics in one place.
- 3 You have integrations to make your daily social media manager tasks a breeze: Canva, Adobe, Drive.
- 4 Manage communication with your community with a centralized Inbox: reply to comments and private messages from all your platforms.

CREATE YOUR ACCOUNT HERE



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