

TikTok Ads vs. Facebook Ads: Where Should You Spend Your Budget?

For over a decade, Facebook (Meta) has been the undisputed king of social advertising. However, the meteoric rise of Tik Tok has forced marketers to ask a difficult question: Is it time to shift the budget? When comparing **TikTok Ads** vs. Facebook Ads, there is no single "winner"—rather, each platform serves a distinct role in the marketing funnel. This article breaks down the costs, targeting capabilities, and performance metrics of both to help you decide where to allocate your funds.

Cost Comparison: CPM and CPC One of the biggest advantages of TikTok Ads currently is the cost. In 2024 and 2025, data shows that TikTok's Cost Per Mille (CPM—cost per 1,000 impressions) is significantly lower than Meta's. On average, you might pay \$10-\$15 CPM on Facebook, whereas TikTok can often deliver the same reach for \$4-\$8. For brands with limited budgets, TikTok Ads offer a cheaper entry point to reach a massive audience. However, cheaper doesn't always mean better. While TikTok drives high awareness and low-cost clicks (CPC), Facebook often boasts a higher conversion rate for older demographics and high-ticket items.

Targeting Capabilities Meta has had years to refine its pixel and algorithm, making its interest-based and lookalike targeting incredibly precise. If you need to target "women aged 45-55 interested in luxury gardening tools," Facebook is likely your best bet. However, **TikTok Ads** targeting has improved rapidly. TikTok's algorithm is uncannily good at behavioral targeting. Instead of just relying on what users *say* they like (interests), TikTok targets based on what they *watch* and *interact with*. For broad appeal products and impulse buys, TikTok's "Smart Performance Campaigns" (automation similar to Meta's Advantage+) are proving to be highly effective at finding buyers without manual targeting.

Creative Fatigue and Lifespan A major difference lies in creative demands. On Facebook, a single static image ad can perform well for weeks or even months. **TikTok Ads**, however, suffer from rapid creative fatigue. The same video ad will often see performance drop after 7-10 days. This means running **TikTok Ads** requires a constant stream of new creative assets. If

your business doesn't have the resources to produce 3-5 new videos a week, Facebook might be the more manageable platform.

The Verdict: A Hybrid Approach The smartest marketers aren't choosing one over the other; they are using them together. Use **TikTok Ads** for top-of-funnel awareness and to feed your pixel with cheap traffic. Then, use Facebook and Instagram for retargeting those users who showed interest. This cross-channel strategy leverages the viral reach of TikTok and the conversion power of Meta.