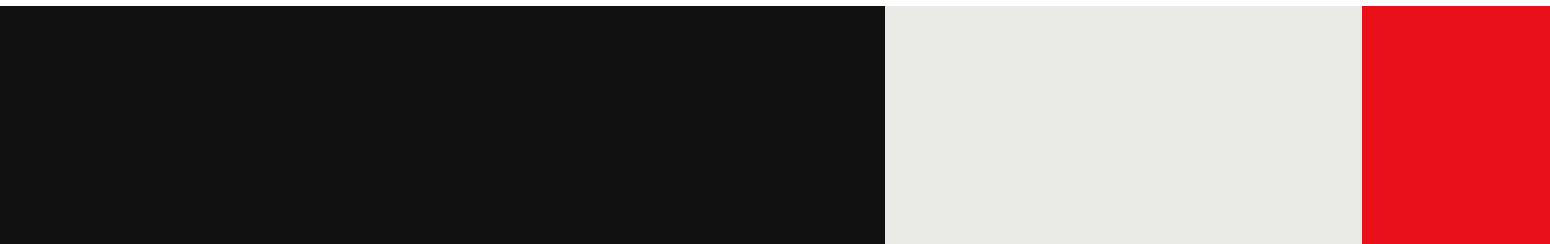


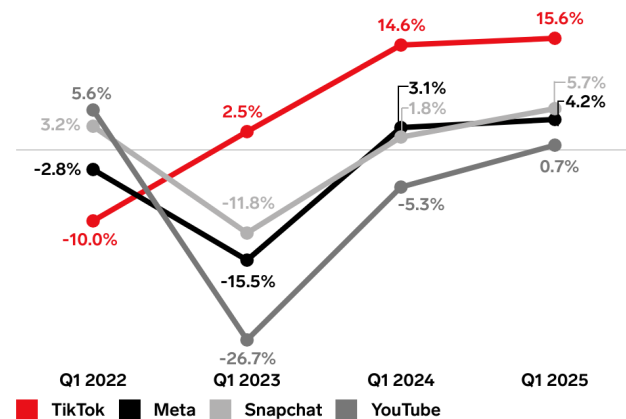
TikTok takes the leads as social CPMs climb

Article



Social CPMs Are on the Rise, With TikTok Leading the Pack

% change in US social and YouTube ad cost per thousand (CPM), Q1 2022-Q1 2025



Note: average social/YouTube ad CPM is the amount advertisers pay for every thousand impressions of their social ads or ads delivered via YouTube; YouTube excludes YouTube TV; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: EMARKETER KPI Forecast, Q3 2024

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Key stat: TikTok's US ad CPMs will rise 15.6% in Q1 2025, a bigger increase than CPMs on Meta, Snapchat, or YouTube, according to our forecast.

Beyond the chart:

- We estimate the average TikTok CPM will be \$7.03 in Q1, considerably lower than Meta's rate of \$12.53, the highest CPM across the platforms we track, according to our Social Ad CPMs Forecast 2024 report.
- The gap is narrowing as TikTok matures and more ad dollars pour into the platform.

Use this chart: Marketers can use this chart to demonstrate the overall rise in social CPMs, which either requires a larger budget dedicated to social or ways to optimize spend via organic efforts.

Related EMARKETER reports:

- [Social Ad CPMs Forecast 2024](#) (Subscription required)
- [US Social Network Forecasts 2024](#) (Subscription required)