

Social Media Ads vs Google Ads (vsdiff.com)

Feature	Social Media Ads	Google Ads
Advertising Goals	Brand awareness, engagement, conversions	Conversions, lead generation, traffic
Targeting Options	Demographics, interests, behaviors	Keywords, location, device
Formats Available	Images, videos, stories, carousels	Text ads, display ads, video ads
Cost Structure	CPC, CPM, and CPA	CPC, CPM, and CPA
Engagement Level	High interaction rates	Lower but intent-focused
Set-Up Complexity	Moderate	Moderate to high

Source: <https://vsdiff.com/social-media-ads-vs-google-ads/>