

TikTok Ads vs Instagram Ads (vsdiff.com)

Feature	TikTok Ads	Instagram Ads
Target Audience	Primarily Gen Z and Millennials	Wide demographics including Millennials and Gen X
Ad Formats	In-Feed Ads, Branded Hashtags, TopView, Brand Takeovers	Photo, Video, Carousel, Stories Ads
Engagement Rate	Higher engagement due to creative content	Stable engagement with visuals and influencer collaborations
Cost	Typically lower; flexible budget	Can be higher; CPC and CPM models vary
Analytics	In-depth analytics with a focus on engagement	Comprehensive insights with demographic breakdown

Source: <https://vsdiff.com/tiktok-ads-vs-instagram-ads/>