

[← Back to Course](#)

HOW TO RUN TIKTOK ADS

13% Complete
11/81 Steps

Part I: All about ads

4 Lessons



4 Lessons

6 Lessons

Part II: Developing Creative

8 Lessons

7 Lessons

Bonus Part III: Organic

3 Lessons

3 Lessons

9 Lessons

4 Lessons

How to Run TikTok Ads > Module 03: Ad Group > Lesson 02: How to Determine Your Budget

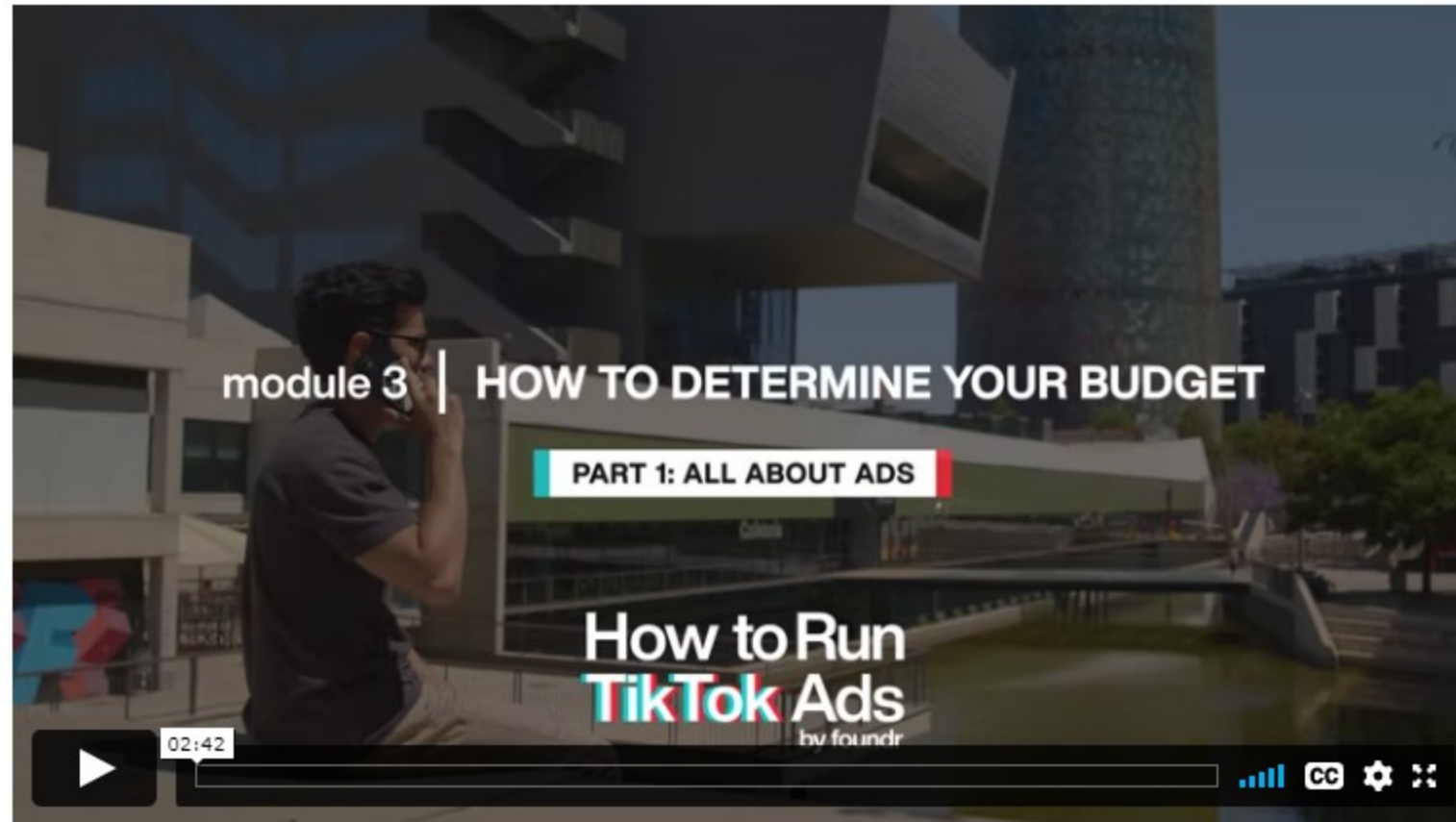
MODULE 03: AD GROUP , LESSON 2

LESSON 02: HOW TO DETERMINE YOUR BUDGET



MODULE PROGRESS

25% Complete



Determining the budget you want to set for advertising on TikTok depends on several variables. However, the formula you need to memorize is: **$(CPA \times 50) / 7$**

Here's a few tips to keep in mind:

- You can determine your CPA from your past efforts advertising on other platforms, or from campaign data.
- Even if you can't reach your idea budget right away, you can still get started advertising with a lower budget and then gradually raise it over time

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