

 **\$0.30** YOUTUBE AVERAGE CPA

 **\$0.56** SNAPCHAT AVERAGE CPC

 **\$1.00** TIKTOK AVERAGE CPC

 **\$1.35** TWITTER AVERAGE CPA

 **\$3.56** INSTAGRAM AVERAGE CPA

 **\$5.18** PINTEREST AVERAGE CPA

 **\$18.68** FACEBOOK AVERAGE CPA

 **\$230** LINKEDIN AVERAGE COST PER LEAD

Benchmark ad costs for social media platforms