

TIKTOK ADS

The TikTok Ads \$22 CPA Framework

How we hold a \$22 cost-per-conversion across 42 campaigns and \$116K in spend.

By Dynara Digital · 8 min read · Updated Sep 2026

Across one account we operate, we've held a \$22.44 cost per conversion over 42 campaigns and \$116,108 in managed spend. That number isn't a hack — it's the output of a framework that treats TikTok as a creative platform first and a media-buying platform second. Here's the framework.

1. On TikTok, the creative is the targeting

TikTok's algorithm finds your buyer faster than manual targeting can. Your job isn't to out-target it — it's to feed it creative that hooks the right person in the first 2 seconds. That means:

- **Native, not polished.** Content that looks like an ad gets scrolled. Content that looks like a video gets watched.
- **Hook in 2 seconds.** The first frame and first line decide 80% of performance. Lead with the problem, the result, or the pattern-break.
- **Sound-on, captioned.** Build for the way people actually watch.

A cheap CPA on TikTok is almost always a creative win wearing a media-buying costume.

2. Test wide, judge fast, cut without ego

We launch batches of distinct creative angles, give each enough budget and time to exit the learning phase, and read them on a rolling window. Losers get cut quickly; winners get protected. The discipline is in *not* rescuing a creative because you liked making it.

The testing loop

1. Ship 4–6 distinct angles per round (not 6 versions of one angle).
2. Let each clear the learning phase before judging.
3. Kill under-performers, then produce three new variations of every winner.

3. Scale the winner, not the account

When an angle wins, we scale **that creative** — new hooks, new edits, new opening frames on the same core idea — rather than blindly raising the whole account's budget. This keeps CPA stable because you're extending what already works instead of forcing spend into unproven ground.

Phase	Focus	What holds CPA down
Test	Many angles	Volume + fast cuts
Confirm	Winning angle	Exit learning cleanly
Scale	Winner variations	Iterate, don't blast budget

THE ONE-LINE VERSION

Feed the algorithm native creative, test wide and cut fast, and scale winning angles — not raw budget.

