**Forecast: TikTok Ad Revenue Worldwide Will Triple In 2022**

Global revenue from TikTok ads will triple during 2022, eMarketer predicts, reaching $11.64 billion and surpassing ad revenue of Twitter and Snapchat combined. Forecasts from eMarketer put TikTok's 2022 US ad revenue at $5.96 billion, up 184.4% over 2021, and growing to $8.75 billion next year.

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[*https://www.mediapost.com/publications/article/372865/tiktok-us-ad-revenue-to-soar-184-in-2022-surpa.html?utm\_source=newsletter&utm\_medium=email&utm\_content=headline&utm\_campaign=125890&hashid=3sAcyu-BQP6ZaquaEBs\_zw*](https://www.mediapost.com/publications/article/372865/tiktok-us-ad-revenue-to-soar-184-in-2022-surpa.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=125890&hashid=3sAcyu-BQP6ZaquaEBs_zw)