# Google Ads vs 5 Alternatives: Scorecard

Six ad platforms scored on six weighted angles, who wins each angle, and the channel mix for seven business types.

## 01 Weighted scorecard (out of 5)

| RANK | PLATFORM | SCORE | BEST USE CASE |
|---|---|---|---|
| 1 | Google Ads | 4.1 | High-intent search, ecommerce, YouTube reach, lead generation |
| 2 | Microsoft Advertising | 3.65 | Extra search traffic, B2B-friendly search, lower competition |
| 3 | Meta Ads | 3.4 | Consumer demand generation, retargeting, visual campaigns |
| 4 | LinkedIn Ads | 3.0 | Precision B2B targeting and ABM |
| 5 | TikTok For Business | 2.95 | Short-form video discovery and demand creation |
| 6 | Amazon Ads | 2.8 | Retail media and product purchase intent |

## 02 How the score is weighted

### Score = 25% search intent + 20% B2B targeting + 15% social reach + 15% commerce intent + 15% creative flexibility + 10% ease of launch

SCALE Each platform is scored 1 to 5 on each of the six angles.

WHY THIS WEIGHTING It favors platforms that capture existing demand and support measurable business outcomes.

## 03 Who wins each decision angle

| ANGLE | WINNER | WHY |
|---|---|---|
| **Search intent** | Google Ads, Microsoft Advertising | Google has scale; Microsoft adds extra intent traffic |
| **Social reach** | Meta Ads, TikTok For Business | Meta for reach and retargeting; TikTok for short-form discovery |
| **B2B targeting** | LinkedIn Ads | Professional and company-based targeting nothing else matches |
| **Commerce intent** | Amazon Ads, Google Ads | Amazon for purchase intent; Google for Shopping and search |
| **Creative flexibility** | Meta, TikTok, Google | Meta and TikTok for visuals; Google for format variety |
| **Ease of launch** | Meta, Microsoft, TikTok | Easier to start; scaling still needs tracking and creative |

## 04 Strength and watch-out

### Google Ads

- Search, YouTube, Display, Shopping and more in one account
- Mature categories get expensive; needs clean conversion tracking

### Microsoft Advertising

- Bing, Yahoo, DuckDuckGo plus LinkedIn Profile Targeting
- Far less volume; best as a second search channel

### Meta Ads

- Built for demand creation with visual proof
- Users are not searching; results depend on creative testing

### LinkedIn Ads

- Targets job title, seniority, company and industry
- Expensive clicks; works only with a high-value offer

### TikTok For Business

- Reaches buyers before they search
- Needs native video and fast iteration

### Amazon Ads

- Strongest commerce signal, next to active shopping
- Weak fit for B2B consulting, SaaS lead gen or local services

## 05 Recommended channel mix by business type

| BUSINESS TYPE | RECOMMENDED MIX |
|---|---|
| **Local service business** | Google Ads first, Meta retargeting second |
| **Ecommerce brand** | Google Shopping + Search, Meta, Amazon Ads, TikTok if video exists |
| **B2B SaaS** | Google Search, Microsoft Advertising, LinkedIn Ads, Meta retargeting |

| BUSINESS TYPE | RECOMMENDED MIX |
|---|---|
| **Enterprise software** | LinkedIn Ads, Google Search, Microsoft, thought-leadership retargeting |
| **Consumer app** | TikTok, Meta Ads, Google App campaigns |
| **Marketplace seller** | Amazon Ads first, Google Shopping second, Meta and TikTok for demand |
| **Consulting or agency** | Google Search, LinkedIn Ads for high-value prospects, Meta retargeting |

## 06 The rule to remember

> *Add channels, do not replace Google Ads. Start with buyer intent, then choose the platform. Most healthy paid stacks run 2 to 4 platforms at once.*



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