

Goal	Subtype	Bidding	Format
Sales	Drive Conversions	CPA Maximize Conversions	Skippable
Leads	Drive Conversions	CPA Maximize Conversions	Skippable
Website Traffic	Drive Conversions	CPA Maximize Conversions	Skippable
Product & Brand Consideration	Influence Consideration	Maximum CPV	Skippable Discovery
	Ad Sequence	Maximum CPV	Skippable
		Target CPM	Skippable Bumper Non-Skippable
	Shopping	Maximum CPV	Skippable
Brand Awareness & Reach	Skippable In-Stream	Target CPM	Skippable
	Bumper	Target CPM	Bumper
	Non-Skippable In-Stream	Target CPM	Non-Skippable
	Outstream	vCPM	Outstream Ads
	Ad Sequence	Maximum CPV	Skippable
Target CPM		Skippable Bumper Non-Skippable	