

Bidding Strategies

Bidding Type	Goal	Campaign Type	Subcategory	Target
Target CPA (Cost Per Action/Acquisition)	Sales Leads Website Traffic	Search Display Video	-	Conversions
	App Promotion	App	-	In-App Actions
Target ROAS (Return On Ad Spend)	Sales Leads	Search Display Shopping	-	ROAS
	Website Traffic	Search Shopping	-	
	App Promotion	App	-	
Maximize Clicks	Sales Leads Website Traffic	Search Display Shopping	-	Clicks
Maximize Conversions	Sales Leads Website Traffic	Search Display Video	-	Conversions
Maximize Conversion Value	Sales Leads Website Traffic	Search	-	Conversion Value
Target Impression Share	Sales Leads Website Traffic	Search	-	Impressions
Manual CPC (Cost Per Click)	Sales Leads Website Traffic	Search Display Shopping	-	Clicks
ECPC (Enhanced CPC) Optimize for Conversions & Conversion Value	Sales Leads Website Traffic	Search Display Shopping	-	Conversions
				Conversion Value
vCPM (Viewable Cost Per 1K Impressions)	Sales Leads Website Traffic	Display	-	Impressions
	Brand Awareness and Reach	Video	Outstream	
Target CPM (Cost Per 1K Impressions)	Product and Brand Consideration	Video	Ad Sequence	Impressions
	Brand Awareness and Reach	Video	Skippable In-Stream	

			Bumper	
			Non-Skippable In-Stream	
			Ad Sequence	
Maximum CPV (Cost Per View)	Product and Brand Consideration	Video	Influence Consideration	Views
			Ad Sequence	
			Shopping	Engagements
	Brand Awareness and Reach	Video	Ad Sequence	
CPE (Cost Per Engagement) Lightbox Ad	Product and Brand Consideration	Display	-	Engagements
	Brand Awareness and Reach	Display	-	
Target CPI (Cost Per Install)	App Promotion	App	-	App Installs