

## DoubleClick Network Builder

### BENEFITS AT A GLANCE

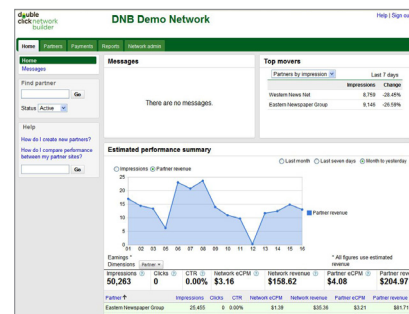
- Extend inventory and reach.
- Simplify network management and operation.
- Strengthen partner relationships.

*DoubleClick Network Builder offers a complete toolkit for building and managing networks of partner sites in order to create new sales opportunities and expand reach. The product combines solutions for network setup and management with a full-featured partner portal to help publishers better profit from their partner relationships.*

More consumers are spending more time online. Increasingly, however, this time is fragmented among thousands of smaller niche sites and blogs. Vertical networks are a compelling opportunity to capitalize on this audience trend, but the process of building and managing networks of partner sites can be complex. DoubleClick Network Builder helps premium publishers and ad networks more profitably leverage their brands, relationships, and resources to build partner networks and transform the fragmentation challenge into an opportunity.

### Full Integration with DART for Publishers

Unify data and workflow across owned and operated content as well as partner sites. Seamless DART® for Publishers (DFP) platform integration streamlines and enhances key sales and operations tasks, including inventory packaging, forecasting, reporting, and trafficking.



### Network Controls and Setup

Add sites and manage your existing network of partners more effectively. DoubleClick Network Builder is designed to increase your efficiency and visibility through intuitive partner management, automated tag generation, simplified network inventory setup, and extensive controls for revenue adjustments.

### Partner Portal

Provide the service and transparency needed to retain partners. Valuable self-service features, such as partner access to revenue reporting and automated tag pickup, help you more easily maintain and grow site relationships.

### Revenue and Financial Reporting

Improve the profitability of your network and simplify the partner payment process. DoubleClick Network Builder offers the flexibility to accommodate a number of complex partner financial terms and features a complete set of reconciliation tools, including expense deductions and partner payout calculations. Detailed revenue reporting makes it easy to monitor the performance of partner sites.

### Services Offerings

Further enhance your partner relationships while spending more time focused on revenue-generating activities. Features and offerings include comprehensive documentation, in-line help features, product training and implementation, and ongoing support and consulting.

### About DoubleClick

DoubleClick is a premier provider of digital marketing technology and services. The world's top marketers, publishers and agencies utilize DoubleClick's expertise in ad serving, rich media, video, mobile, and search to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. DoubleClick is a division of Google Inc. (NASDAQ: GOOG) Learn more at [www.doubleclick.com](http://www.doubleclick.com)



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