

DoubleClick Rich Media Overview

Benefits at a glance

- Cutting edge rich media and video innovation
 - Industry-leading research
 - Full-Service and self-service options
 - Support for publisher-paid models
 - Integration with DoubleClick's industry-leading ad servers
-

DoubleClick provides the products and services necessary for creating, managing and reporting on rich media advertising. Our DoubleClick Rich Media solution includes tools like DoubleClick Studio and DoubleClick for Advertisers (DFA), and services including campaign management, quality assurance, publisher relations and access to ongoing innovation. Together, these products and services help you extract the maximum value from your online advertising efforts.

A Wide Range of Formats and Features

DoubleClick Rich Media and Video provides a single solution for interactive design, ad serving and reporting. It makes rich media campaign creation and execution easy for the buyers, sellers and creators of rich media by integrating even the most complex rich media effects into DoubleClick's industry-standard ad management platform. Whether the campaign goal is branding, direct response or both, DoubleClick Rich Media supports a complete range of formats and features.

Commonly supported formats include expanding, floating, in-page, peel-down, push-down, widget ads and other special formats. Interactive features can be added to ads of any format in order to achieve greater interactivity and interest in your ads with viewers. Any number of features can be included in a single rich media ad. Just some of our supported features include calendar reminders, data capture, downloads, dynamic data feeds (RSS), IM/email to a friend, interactive elements, games, polls, SMS messaging and voicemail.

Improve Effectiveness with Video

Add one or more videos to your rich media creative to improve ad effectiveness. Just some of the video options available include fullscreen HD video, in-banner video, interactive video, and video downloads.

A Flexible Process

DoubleClick Rich Media helps you turn advertising concepts into rich media campaigns that get results. With a global team, we are ready to help you every step of the way from campaign kick-off to the last ad served.

Ad Building: DoubleClick Rich Media ads are built with DoubleClick Studio, a free rich media production and workflow tool designed for creative agencies to streamline their rich media processes and take control of their turnaround times. The product offers efficiency, control, and innovation through Adobe Flash components for developing DoubleClick Rich Media creatives and a web-based interface for managing your rich media workflow. Leverage DoubleClick's staff of ad builders, who take your existing campaign Flash assets and build the creative for you.

Quality Assurance: We make sure your ad works perfectly every time.

Trafficking: DoubleClick Rich Media ads can be trafficked with any DoubleClick ad serving platform, including DoubleClick for Advertisers (DFA) and DoubleClick for Publishers (DFP). But, you don't need to use our ad server to use our rich media!

Reporting: Rich media reports are available for every campaign, providing data on key campaign metrics such as expansion rate, expansion time, interaction rate,

interaction time, video completes, and much more. In addition, DFA clients who run standard display and/or search campaigns have access to integrated reports across these digital mediums, including integrated conversion reports.

Innovation and Research

DoubleClick delivers added value to clients through our Innovation Lab and Research Department. The Innovation Lab works with clients to brainstorm new and innovative ad formats, prepare prototypes, test their feasibility and make new features widely available for implementation. Some new formats to come out of the Innovation Lab include live streaming and HD video.

Google's research department publishes a steady stream of free research. This includes recent studies on topics including rich media creative insights, the brand value of rich media and online advertising benchmarks.

More Information

For more information about DoubleClick Rich Media, please call us at 1-866-459-7606 or 212-271-2542. Or, complete a DoubleClick Rich Media inquiry form on our website at www.google.com/doubleclick.

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.

www.google.com/doubleclick

