

**DoubleClick**  
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## DoubleClick Products

DoubleClick is devoted to making advertising work on the Internet. From our experience of working with thousands of clients, we are continually developing the products and services that help Advertisers and Publishers accomplish their objectives.

There are currently six major components of DoubleClick, Inc.: The DoubleClick Network, DoubleClick DART, DART for Advertisers, DoubleClick AdServer, DoubleClick International, DoubleClick Local.

Please read the short descriptions below and visit the appropriate sections of our site to learn more. If you have any questions, please feel free to contact us at [info@doubleclick.net](mailto:info@doubleclick.net).

### The DoubleClick Network

As the first and leading advertising network on the Internet, DoubleClick allows advertisers to cut through the clutter generated by the hundreds of thousands of sites on the Web and deliver their advertising message to their most valuable prospects.

The DoubleClick Network is a Network of Networks and is made up of seven leading Networks of premium content in the following areas: Auto, Business, Commerce, Entertainment, Technology, Travel and Women/Health. User-defined sub-categories including sports, youth and finance make it easy for advertisers to find and target their desired audiences. With over 750 sites in the Network (including Alta Vista, Dilbert, and Travelweb), we provide advertisers with a wide selection of ad-vehicles and provide our affiliate sites with revenue and the reassurance that they are in good company.

If you are an Advertiser looking for more information on the DoubleClick Network, please visit the [Brand Building](#) section of our site. If you are a publisher looking for information on the DoubleClick Network, please visit our section on [Outsourcing Sales](#).

### DoubleClick DART

DoubleClick has unbundled DART technology to be licensed to sites who have established sales operations. This allows the sites to still take advantage of DoubleClick's unique targeting ability while maintaining their own sales force. Recognized by the industry as the leading targeting technology, DART provides a full-service ad management solution to content providers guaranteeing the same expertise and efficiency that have made the DoubleClick Network a success.

DART matches advertiser-selected target profiles with individual user profiles and delivers an appropriately targeted ad. Advertisers also have access to online reporting which maps out an ad's response rates and effectiveness in multiple areas. DART provides sites with the ability to offer advertisers a powerful and comprehensive advertising solution, without incurring the installment and maintenance of a software solution.

If you are a publisher looking to outsource your ad management technology, please visit our [Ad Management Technology](#) section.

### DoubleClick AdServer

DoubleClick AdServer is the complete ad management software solution. If you want to leverage an expert in-house technical team that can take advantage of a flexible, customizable, expandable system, giving you complete and total control, then DoubleClick AdServer is the choice for you. AdServer provides the mission-critical architecture required to effectively run your interactive marketing business, offering best-of-class scalability and reliability in an open, extensible environment.

If you are a publisher looking to manage your online business, please visit our [Ad Management Software](#) section.

### DoubleClick Local

DoubleClick Local is a web advertising solution developed for businesses that want to reach users in specific geographic regions. As more and more consumers use the Internet as a source to obtain information and influence purchase decisions, it is becoming increasingly more important for businesses of every size and budget to advertise online. DoubleClick's

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businesses of every size and budget to advertise online. DoubleClick's powerful targeting technology allows advertisers to precisely target their advertisements to the states, zip codes and area numbers in which they do business. DoubleClick Local brings the power of Internet advertising into your community.

Whether you are a large regional advertiser or you are looking to increase awareness or traffic to a business in your town, DoubleClick Local can help you reach and influence your potential customers.

If you are an advertiser looking to reach a specific geographic customer base, please visit our [Local Advertising](#) section.

#### **DoubleClick International**

DoubleClick has expanded its offices and services to allow advertisers to interact with a global market. Advertisers can reach users in over 21 countries with one buy, and one contact. Campaigns can run on U.S., Japanese, and Canadian Web sites with only one purchase. DoubleClick International even lets advertisers target users of particular countries regardless of the site the user is on.

DoubleClick International also allows Publishers to realize revenue from an International advertiser base.

DoubleClick has 14 offices across the United States, and offices in the United Kingdom, Spain, Canada, Japan, Australia, Sweden and is currently further expanding throughout Europe and Pacific Rim.

If you are an advertiser looking to advertise on Internationally, please visit our section on [Global Advertising](#) section.

#### **DoubleClick Boomerang**

Boomerang "brings your customers back," by allowing you to re-target people who have previously visited your site. Your message can be delivered to these customers and interested prospects after they leave your site and when they appear on Web sites in the DoubleClick Network. You can re-market to frequent buyers, to new customers, or to people who visited your site but haven't responded or made a purchase. Re-marketing to your audience helps you retain customers, increase revenue, and close the loop between advertising and sales.

If you would like to inquire about advertising with DoubleClick, or if you are interested in our solutions for Web publishers, please [fill out an information request form](#).

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