



FAQS

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Affiliate Web Site FAQs

You should find the answers to your questions in this document. However, if you are unable to locate the answer to your question, please fill out the [Information Request Form](#) or call 888-727-5300.

Web Site Questions

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Q: How do I become a DoubleClick affiliate site?

A: Simply fill out the [Information Request Form](#) or call 888-727-5300.

Q: Why would I want to join the DoubleClick Network?

A: There are [three major reasons](#) that will convince you to join DoubleClick:

- Increased revenue and profits
- Free advertising
- Detailed site reports

[Go here for complete details.](#)

Q: I already have advertisers, why would I join?

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No. 6:21-cv-00898-ADA

A: If you are already efficiently selling 100% of your ad banner space each month, then there probably is no reason to join DoubleClick. But with DoubleClick, you can continue to sell your own advertising and simply use DoubleClick to sell excess inventory.

Q: How many changes do I need to make at my Web site to join the DoubleClick Network?

A: The changes required to join DoubleClick are simple to make and only affect the HTML documents displaying the ad banner. Rather than loading the ad banner off your Web server, the ad banner is retrieved from the network ad banner server.

Q: Can I control who advertises on my Web site?

A: Yes. We give you complete authority over who advertises on your Web site. Advertisers can also control on which Web sites their ad banners are displayed. During registration, you choose if you want to approve advertisers and/or approve all ad banners. Of course the more ad banners you approve, the greater chance we have to fill all your advertising space.

Q: Can I see specific information about users that visited my Web site?

A: No. Users have the right to privacy and this new area of Internet advertising will not be successful unless we protect privacy. In the detailed report we provide to you each month, we do give you the necessary information needed to manage and improve your Web site.

Q: Do you track users that come to my Web site?

A: Yes. We track users to determine which ad banners they have seen and responded to, how long they stayed at the site, where the user leaves the site, and to better determine the user's interests. All of this information is kept confidential and is only used to help you to improve your Web site and to help DoubleClick improve its ability to target advertising. Users would rather be exposed to advertising related to their interests than to indiscriminate advertising.

[\[Home | Advertising | General | Web Sites |
Information Request Form\]](#)

DoubleClick

http://www.doubleclick.net/web_sites/websitefaq.htm



DoubleClick
Voice: 888-727-5300
Fax: 212-727-5396
Information Request Form
Web: <http://www.doubleclick.net>

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