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## [Google's Integration of DoubleClick Continues to Affect AdSense](#)

### *AdSense will get new DoubleClick technology-based enhancements*



Google content  
network  
The 24 Topics Blog

An [article](#) written by Rajas Moonka, Senior Business Product Manager, and posted today on the [Google blog](#), announces that in the upcoming months the Google content network (AdSense) will benefit from several enhancements based on DoubleClick technology. Several months ago, Google [purchased](#) the [DoubleClick](#) ad management company along with its technology for over \$3 billion, after a [struggle](#) regarding the privacy issues this acquisition raised. At that time, Google announced that its plans were to "empower agencies, advertisers and publishers to collaborate more efficiently and effectively, and provide a better experience for users." Not long after the deal, Google started to integrate DoubleClick, and one first addition to its content network was the implementation of advertising tags from third-party vendors. The new enhancements announced today are frequency capping, frequency reporting, and view-through conversion measurement capabilities. These features will be implemented in the upcoming months, as the announcement notes, and this will be achieved through a single DoubleClick ad-serving cookie across the entire content network. Google is confident that, by using this solution, advertisers won't have to make any modifications to their websites during the implementation of these enhancements, as well as that of future ones. This will also enable the users to opt-out from the content network with a single click. As described by Rajas Moonka, the features will have the following effects: "Frequency Capping - Enables advertisers to control the number of times a user sees an ad. Users will have a better experience on Google content network sites because they will no longer see the same ad over and over again; Frequency Reporting - Provides insight into the number of people who have seen an ad campaign, and how many times, on average, people are seeing these ads; View-Through Conversions - Enables advertisers to gain insights on how many users visited their sites after seeing an ad. This helps advertisers determine the best places to advertise so users will see more relevant ads." Moonka also expresses his excitement about these improvements and the ongoing integration of DoubleClick technology, and points out that in preparation for these changes Google also updated its "[main privacy policy](#)" and added a new "[advertising-specific privacy policy](#)," which interested users should read.