



# Google's DoubleClick Acquisition: Strengthens Online Advertising

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*In a recent \$ 3.1 billion deal, which was stuck in the bushes since it was announced eleven months back, Google Inc. acquired leading online advertising agency DoubleClick Inc.*

PR9.NET March 15, 2008 - Delhi - Google Inc. has strengthened its already prevailing position in online ad world. In a recent development, the search engine giant has acquired leading online advertising agency DoubleClick Inc. The deal, which was announced eleven months back, came to an end on Tuesday. It was a \$3.1 billion for Google Inc. This deal invited a lot of troubles and matters related to regulations.

The European antitrust regulators were against this deal, which was being seen as the most dominating deal for online ad world. DoubleClick Inc. was a public enterprise when it started its operations. It has witnessed merger and acquisitions before too, in its run to develop and provide Internet advertisement serving services. It is more than a leading online advertising agency, as it focuses on uploading advertisements and reporting the performance.

The tools and products provided by DoubleClick are useful for functioning of large and small online advertising agency. The deal was earlier announced on 14th April, 2007. It was having difficulties when regulatory authorities intervened to examine the deal. Other leading IT players like Microsoft, Yahoo! and AT&T encouraged these regulations. Google Inc. has already been a leading search engine player, which has many innovative services under its belt.

Paid search engine marketing, Analytics, Orkut, Gmail, Gtalk, Google Answers, Google Earth, Google Maps, Blogger, Froogle, Picasa etc. are few of Google Inc.'s services. This merger will place Google in the field of banner advertising arena much strongly. Leading conglomerates were speculating the monopolistic aspect of this deal. However, this development is not likely to harm any online advertising agency or media business.

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## About Rupiz Media Ltd

Rupiz Affiliates is a global affiliate network, catering to markets in the UK, US, some parts of Europe like France, Spain, Germany & Italy and Asia. Initially a part of Rupiz Media, an online marketing company, the network now functions independently and serves as a platform for merchants and affiliates seeking mutually-beneficial affiliate marketing associations.

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