

We've officially acquired DoubleClick

Posted: Tuesday, March 11, 2008

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Posted by Eric Schmidt, Chairman and CEO

I'm pleased to share the [news](#) that we completed our acquisition of DoubleClick today. Although it's been nearly a year since we [announced](#) our intention to acquire DoubleClick last April, we are no less excited today about the benefits that the combination of our two companies will bring to the online advertising market.

Because we have been waiting for regulatory approval for our acquisition, we've been limited by law in the extent to which we could conduct detailed integration planning to map our way forward. That work will begin in earnest now. Although we don't have detailed plans to announce today, we will communicate regularly with you about our progress in integrating our two companies.



An immediate task we'll undertake over the next few weeks is matching and aligning DoubleClick employees with our organizational plan for the business. This will involve determining the right staffing levels for all functions and will ensure that we have the right people assigned to the right responsibilities within Google. We plan to complete this process in the U.S. by early April.

Outside the U.S., the steps we will propose are subject to consultation with employee representatives where applicable, and of course any decisions will be made in accordance with



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vary based on the needs and requirements of each region.

As with most mergers, there may be reductions in headcount. We expect these to take place in the U.S. and possibly in other regions as well. We know that DoubleClick is built on the strength of its people. For this reason we'll strive to minimize the impact of this process on all of our clients and employees.

Advertisers and publishers who work with us have long asked that we complement our search and content-based text advertising with display advertising capabilities. DoubleClick gives Google the leading platform for display advertising, enabling us to rapidly bring advances to the market in technology and infrastructure that will dramatically improve the effectiveness, measurability and performance of digital media for publishers, advertisers and agencies.

As the combination of Google and DoubleClick delivers better, more relevant display ads, we're also looking forward to delivering an improved online experience to users. Because user trust is paramount to the success of our business, users will continue to benefit from our commitment to protecting user privacy following this acquisition. And our scale and infrastructure mean that users will also be spending less time waiting for web pages to load. Ultimately, we believe that by combining our advertising network with DoubleClick's display ad serving products, and by investing resources in the display ad business, we will be able to help publishers and advertisers generate more revenue. That in turn will fuel the creation of even more rich and diverse content for Internet users everywhere.

Give us feedback in our [Product Forums](#).

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