From: Neal Mohan [nmohan@google.com]
Sent: 1/31/2009 8:37:30 PM
To: Jens Skakkebaek [jskakkebaek@google.com]; Jonathan Bellack [jbellack@google.com]; Spencer, Scott [sspencer@doubleclick.com]; Brad Bender [bradbender@google.com]
Subject: Fwd: doubleclick API/integration question

thoughts? generally i am pretty open about working with outside vendors via the API as long as they are brought to us by a competitor. this however seems to be going directly against our dynamic allocation value prop with adx. ie, if DFP pubs want to do unsold yield management, they should just use adx and not one of these guys.

---------- Forwarded message ----------
From: **Amar Goel** <amargoel@pubmatic.com>
Date: Sat, Jan 31, 2009 at 5:26 AM
Subject: doubleclick API/integration question
To: Neal Mohan <nmohan@google.com>
Cc: Rajeev Goel <rajeev.goel@pubmatic.com>

Neal, hi, how it's going? we were wondering if there might be some ways to integrate pubmatic into doubleclick, via your APIs. We are seeing some publishers ask about how to work more tightly with doubleclick for their direct sold, and pubmatic for their unsold. In addition, people are looking for some consolidated data around reporting.

Is there someone on your team we can chat with to learn more about your APIs?

Thx,
Amar

Amar Goel
amargoel@PubMatic.com
skype: amargoel
amargoel.com

PubMatic
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Neal Mohan | Google | 917-287-7981 | nmohan@google.com

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