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SPROUT ANNOUNCES INTEGRATION WITH DOUBLECLICK STUDIO

Solution Allows for the Easy Creation of Rich, Application-Like Display Ads that Can Be Managed, Served and Measured with DoubleClick Products

San Francisco, CA – July 1, 2010 – Today, Sprout, the leading technology platform for creating rich, engaging ads and social media applications, announced that the Sprout Engage Platform, a visual authoring solution, has been integrated with DoubleClick Studio, a rich media production and workflow tool. The integration makes it easy for creative teams to develop ads in Sprout’s visual authoring studio and then use DoubleClick Studio to manage their workflow and submit creatives to DoubleClick’s ad serving products DoubleClick for Advertisers (DFA) and DoubleClick for Publishers (DFP).

“With the February launch of Sprout Engage Ads we showed brands how they can bring the interactivity of a Facebook application into a standard IAB display ad,” said Carnet Williams, Founder and CEO of Sprout. “Today, we are ensuring that these ads can be quickly created and easily brought into the DoubleClick platform for trafficking and measurement.”

Now, ads created using Sprout Engage can be uploaded to DoubleClick Studio. The integration allows ad properties, such as rich media events, to be setup during ad creation and carry over to DoubleClick Studio, where the Sprout Engage Ads can be previewed, tested and pushed to DFA or DFP. This ensures the ads can be served by DFA/DFP, which provides clients with accurate measurement metrics wherever the ads are run across the web.

Sprout Engage supports expandables, 3rd party APIs and social data integration with the leading social networks. It also includes a rich set of analytics to measure performance and optimize for success.

“Sprout Engage Ads have dramatically changed the way we look at what we can do in an ad unit,” said Matthew Wessel, Flash developer at ThinkGeek.com who was in the program beta. “Integrating RSS feeds into an ad unit used to be time consuming and difficult. Using Sprout Engage Ad Builder we were able to visually create a fully functioning ad unit in just minutes. And integration with DoubleClick means that we can measure the performance of the creative, which we need.” Wessel added.

ABOUT SPROUT: Sprout gives brands a better way to connect with consumers through next generation display ads and engagement applications. Our Engage Platform empowers advertisers and publishers to rapidly deploy rich, interactive, and social brand experiences that encourage consumer engagement. Fully integrated with the leading ad servers and social networks, Sprout campaigns can run anywhere your consumers spend time online. Sprout customers include Disney, Warner Bros., HBO, Federated Media, Intel, Technorati, Toyota, and MTV. Funded by Polaris Venture Partners, Sprout is based in San Francisco and has offices in Los Angeles and Honolulu. To learn more, visit sproutinc.com