



Citrusleaf's Attribution and Database Solutions Power Data-Intensive, Real-Time Bidding Platform for The Trade Desk

Citrusleaf 2.0 and Citrusleaf RTA™ help leading demand-side ad platform drive disruption in the digital advertising world

MOUNTAIN VIEW, Calif. – July 26, 2011 – [Citrusleaf](#), a NoSQL database technology company, today revealed how its innovative real-time attribution and database solutions are enabling [The Trade Desk](#), a leading buying platform for display, search, and social media advertisers, to store, access and analyze real-time user behavior data more quickly, efficiently and cost-effectively than ever before. The Trade Desk's deployment of Citrusleaf allows The Trade Desk to manipulate data and deliver key insights about online user behavior to its digital advertising customers in half the time as with previous technology. Citrusleaf will announce The Trade Desk deployment at [OSCON Data](#) (July 26-28), where the company is exhibiting in Booth 114.

The Trade Desk executes detailed user-level analytics at Web scale, processing billions of user IDs. The company records and analyzes all user touch points—including those through traditional display, RTB display, search, social and email channels—to generate a holistic view of advertisers' interactions with users. With Citrusleaf, the Trade Desk is able to store, retrieve and analyze this data with an unprecedented level of flexibility, cost-effectiveness and operability.

"Full funnel attribution requires you to store, retrieve and analyze terabytes of data in fractions of a second," said Jeff Green, CEO of The Trade Desk. "The amount of data and the speed at which we process this today with Citrusleaf is phenomenally fast. Citrusleaf's new RTA product amplifies our competitive edge in the marketplace. We're excited to be the first company to leverage Citrusleaf's new technology."

Citrusleaf's solutions have contributed to improving the effectiveness of The Trade Desk's proprietary attribution and analytics technology. The previous database technology they leveraged required rigid pre-determined data structures that were difficult to use, limited flexibility and were costly to scale. With Citrusleaf, The Trade Desk's team can now examine the entire user's behavior in real-time to gain critical insights for helping their customers buy media more efficiently, optimize campaigns and increase conversions. It now takes half the time to run The Trade Desk's analytics process than before implementing Citrusleaf RTA™. Further, this solution provides seamless, unlimited scalability.

"Citrusleaf's innovative technology—coupled with its team of database experts—has become an integral extension of our development and operations teams," said Dave Pickles, CTO of The Trade Desk. "They work hard to understand our business and help address the challenges that lead us to greater success."

"The Trade Desk believes in pushing the boundaries of technology to offer new and increasingly better value to their customers," said Brian Bulkowski, CEO and Founder, Citrusleaf. "We are pleased to be able to help them deliver a real-time database solution that handles their terabyte data requirements, is operationally efficient and provides the speed they need to get the job done."

Citrusleaf RTA™ leverages Citrusleaf 2.0's scalable architecture, high throughput, ACID compliance and self-managing clusters to enable efficient storage and real-time retrieval of specific user data from terabytes of data containing hundreds of billions of user behavior records. Together the solutions are ideal for the data-intensive environments of real-time bidding and real-time attribution.

Citrusleaf solutions are currently available and offered monthly or as a perpetual license.

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About The Trade Desk

The Trade Desk is the first true DSP—a platform built by media buyers, for media buyers. The Trade Desk powers the next generation of agencies and aggregators by providing sophisticated tools for buying display, and partnering in every other channel to provide full funnel visibility.

Founded in 2009, by the pioneers of the ad exchange and real-time bidding, The Trade Desk sets the foundation for successful online spend by focusing on:

- The best display buying tools in the market
- Data protection
- Full funnel attribution and measurement
- Integration between Search, Social and Display

Other companies in online advertising overreach by trying to build capabilities in every channel. The Trade Desk focuses on its core strengths—buying display, and offering a platform to partners in search, social and other forms of media. The company is based in Ventura, CA with satellite offices in New York and San Francisco. For more information, visit www.thetradedesk.com

About Citrusleaf

Citrusleaf's mission is to provide high performance, highly available database solutions that are easy-to-use and operationally efficient. The company's NoSQL database platform, Citrusleaf 2.0, is powering user data storage solutions for leading real-time bidding ad platforms and exchanges. Citrusleaf RTA™, a real-time attribution database solution, helps online and mobile advertising companies easily store and quickly retrieve select user behavior history from huge volumes of data. The company will extend its market focus to additional mission-critical and high-performance environments including financial services, social media and telecommunications. Citrusleaf is privately held and is funded by Alsop Louie Partners, Kalpathi Investments and Draper Associates. The company is headquartered in Mountain View, California and has an engineering and support team in Bangalore, India. For more information, please visit www.citrusleaf.com.

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