



Citrusleaf Announces New Database Technology for Real-Time Bidding and Behavioral Targeting

Disruptive Technology Powers AppNexus, Enables Real-Time Bidding for Global Ad Networks and DSPs

MOUNTAIN VIEW, Calif. – April 8, 2011 – [Citrusleaf](#), a new database technology company, today announced its new NoSQL database product for the advertising market. At next week's [ad:tech San Francisco 2011](#), the company will demonstrate Citrusleaf 2.0, a database platform uniquely designed to power real-time bidding (RTB) applications in a way that previous database technology could not. Citrusleaf also announced that [AppNexus](#), the leading real-time ad platform for ad networks, demand-side platforms (DSPs) and other online advertising companies, has run Citrusleaf 2.0 in production for the last eight months, satisfying all its benchmarks for performance, scalability and availability.

“Citrusleaf is an innovative technology company, and we were pleased to be able to collaborate with them to develop its new database platform that now reliably stores our vast volume of user data,” said Mike Nolet, CTO, AppNexus. “They’ve been great to work with, and Citrusleaf’s offering was easy to deploy, has operated without interruptions and with little maintenance, and has easily scaled to meet our performance demands.”

The market need for a new database solution has never been greater. In digital advertising, brand advertisers are expected to increase advertising nearly 13 percent in 2011, to about \$30 billion in the U.S. eMarketer predicts that by 2012, behavioral targeting will increase from \$775 million today to \$4.4 billion, with online video a major driver of this growth.

In addition to being deployed in the AppNexus platform, Citrusleaf’s product is currently deployed across multiple ad networks and DSPs. It helps customers store critical user data, quickly and effectively map incoming impressions to demographic profiles, and analyze this knowledge to drive decisions. Existing relational database technologies do not meet the growing business needs for this market. Citrusleaf delivers a new approach based on proven best practices and an architecture designed specifically to provide ease-of-use, stability, high availability, high performance and scalability.

“Our goal was to develop a database powerful enough to reliably manage, access, and analyze extremely large amounts of data in real-time, reduce time-to-market, and eliminate deployment risk,” said Srini V. Srinivasan, Citrusleaf founder and CTO. “By delivering a commercial-grade solution that delivers exceptional performance, scalability and operational efficiency, we know we can help our customers meet and exceed their objectives.”

Citrusleaf 2.0 is a different type of NoSQL database that combines the best practices inherent in both database and distributed technology. Benchmarks from early Citrusleaf customers reveal that project development and deployment times were shortened by over 60 percent. Additionally, due to Citrusleaf's operational efficiency and ability to do more on less hardware, customers reported that hardware costs were up to five times less compared to other solutions.

"We clearly saw that no existing database was up to the task of solving the data and traffic needs of the digital age where the growing volumes of data have stretched the limits of technology," said Brian Bulkowski, founder and CEO of Citrusleaf. "With our solution we enable our advertising customers to take advantage of the opportunities ahead, expand their businesses, and reduce their go-to-market risk."

Citrusleaf is offering a 30-day free trial of its product. Click [here](#) to download. The company is exhibiting at ad:tech San Francisco 2011, April 11-13 in Booth # 2806. Citrusleaf will also be at the [AppNexus Summit](#) in San Francisco on Thursday, April 14.

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About Citrusleaf

Located in Mountain View, California, Citrusleaf is a database technology company founded by database and networking industry veterans in 2009. The company's NoSQL database platform, Citrusleaf 2.0, is in production use powering user data storage solutions for real-time bidding for digital advertising. They will extend their solution to additional mission-critical and high-performance environments including the financial services, government and healthcare industries. Citrusleaf is privately held and is funded by Alsop Louie Partners, Kalpathi Investments and Draper Associates. For more information, please visit www.citrusleaf.com.

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