



AppLift Unveils "AppLift Labs" to Lead the Discovery of Innovative New Mobile Advertising Technologies

Unique Mobile Task Force to Focus on New Product Acceleration

BERLIN, SAN FRANCISCO, SEOUL – (October 14, 2015 - 6AM PDT/9AM EDT/ 3PM CEST)

– [AppLift](#), a leading mobile advertising technology company, today announced the launch of AppLift Labs, an internal task force in charge of leading technology innovation in mobile user acquisition and engagement. The launch underscores AppLift's focus on creating more relevant and meaningful ads, further increasing the legitimacy and effectiveness of the advertising ecosystem.

Based in San Francisco and helmed by Vaibhav Gupta, AppLift's Chief Innovation Officer (CIO), the AppLift Labs task force showcases the company's dedication to the entrepreneurial spirit and its scope of existing mobile ad technology products. In addition to a highly qualified team of top talent from the company as well as external applicants, AppLift Labs will also benefit from regular consultancy from external stakeholders and key industry decision makers to facilitate greater impact and influence over the mobile ad tech industry as a whole. The task force will primarily focus on issues related to ad relevancy, data privacy, ad viewability and ad fraud.

"Mobile marketing is one of the fastest-growing industries in the history of technology and it is incumbent upon established companies such as AppLift to keep the pace and continue to lead innovation by seizing new opportunities," said Gupta. "AppLift Labs will provide a dedicated, supportive environment in which the most entrepreneurial-minded and innovative ad tech professionals can tackle our industry's key challenges."

Gupta joins AppLift Labs with an extensive background in technology, previously as CEO of white label mobile DSP Bidstalk (acquired by AppLift in May 2015), and CTO of Airpush India.

AppLift Labs has already begun two projects and will unveil the first results beginning in 2016. For more information on AppLift Labs, please visit www.AppLiftLabs.com.

About AppLift

AppLift is a data-driven technology company that empowers mobile app advertisers to acquire and re-engage quality users at scale on a performance basis. AppLift's programmatic media buying platform DataLift provides access to all automated supply sources in the market, reaching over a billion users. The technology leverages first- and third-party data to optimize media buys across all stages of the conversion funnel and, through its proprietary LTV optimization technology, enables ROI-maximized user acquisition. AppLift works with 500+ leading global advertisers across all verticals, such as King, Zynga, OLX, Glu Mobile, Myntra, Paltalk, Nexon, and Tap4Fun.