



Citrusleaf Announces New Real-Time Attribution Product to Help Deliver Key Insights from Online and Mobile User Behavior

Citrusleaf Extends Company Focus to Asia-Pacific Digital Advertising with New Product Exhibition and CEO Presentation at ad:tech Singapore 2011

MOUNTAIN VIEW, Calif. – June 15, 2011 – [Citrusleaf](#), a real-time database solution company, today announced its second product Citrusleaf RTA™ that helps leading ad exchanges, demand-side platforms and ad networks to efficiently store and quickly retrieve select user behavior history from huge volumes of impression data. With Citrusleaf RTA™, companies can find answers to their questions about user behavior in minutes, instead of hours or days. This ability to dynamically access user data histories gives companies a powerful tool to better determine what really triggered a conversion, a click through or a purchase. Citrusleaf's announcement of Citrusleaf RTA™ coincides with the company's exhibition at [ad:tech Singapore](#) and its expansion into the Asia-Pacific market.

Citrusleaf RTA™ leverages Citrusleaf 2.0's scalable architecture, high throughput, ACID compliance and automated clustering to enable efficient storage and real-time retrieval of specific user data from terabytes of data containing hundreds of billions of user behavior records. Key features of Citrusleaf RTA™ are high write load support, data replication, automatic data expiration and targeted user queries. These features enable companies to retrieve specific user information faster and in a more targeted manner, and to give them better insights into user behavior. For example, in a typical advertising use case, each user typically has hundreds of pieces of impression data in its history chain. All or a portion of such data can be retrieved dynamically for each selected user of interest. The user data is typically stored for a configurable time period (e.g., 30-90 days) and data within a user's record is automatically expired at configurable time intervals. Due to its expiration and storage methods, Citrusleaf RTA™ is extremely disk and memory efficient.

"With Citrusleaf RTA™, we're enabling dynamic analysis of user behavior to help advertisers determine which actions trigger conversions, click-through or purchases," said Citrusleaf CEO and Founder Brian Bulkowski. "We are giving companies an efficient way to quickly store massive amounts of user data and then efficiently retrieve specific user histories in real-time. The ability to extract this data soon after the user has taken action, and to then be able to compare it with the user's past behavior, helps our customers gain a better understanding into their consumers' mobile and online purchasing behavior."

Bulkowski will present a talk entitled "Sifting, Sorting and Scanning for Gold—the Real-Time User Data Problem" at [ad:tech Singapore](#) on Friday, June 17th, at 1:20 PM SST. This presentation will focus on how demand side platforms, ad exchanges and ad networks can operate optimally and maximize consumer conversion by addressing the need for real-time data warehousing.

"We continue to innovate and extend our database technology in new ways", said Dr. Srinivasa V. Srinivasan, Citrusleaf CTO and founder. "Citrusleaf RTA™ gives our customers the ability to perform high value real-time analysis of their users' behavior, one user at a time. This demonstrates that the Citrusleaf database is versatile and can be used to tackle a wide range of

data problems, from mission-critical real-time data management of user profiles, to the business critical analysis of individual user behavior as it unfolds. Citrusleaf RTA™ provides invaluable help for our advertising customers to keep abreast of all aspects of their users' behavior in a timely manner, which is critical to the continued success of their business.”

Citrusleaf is showcasing Citrusleaf RTA™ and Citrusleaf 2.0 at ad:tech Singapore from June 16-17, where the company will be exhibiting in Booth #21. The company has chosen this venue for the launch of its second product as it extends its reach in the Asia-Pacific market. According to recent eMarketer data, Asia-Pacific will soon surpass North America as the world's biggest advertising market—with North America expected to grow about 2% each year through 2014 vs. Asia-Pacific at growth rates between 4-8 percent each year until 2014.

Citrusleaf RTA™ will be generally available in Q3, 2011. The product will be offered monthly and as a perpetual license.

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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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