

LIFTDNA BOUGHT BY OPENX



The LiftDNA Incorporation, headquartered in King of Prussia, has recently been bought by the OpenX Technologies Incorporation, located in Los Angeles. The LiftDNA Incorporation has been in existence for nearly 30 months and is a well-known and respected online advertising technology firm. Information on how much OpenX paid to acquire LiftDNA was not disclosed to the public. However, the companies will now be combined with one another. LiftDNA was first launched in late 2009, September to be exact. Since first being launched, the incorporation has managed to help many publishers that use digital advertising to maximize their revenue with online advertising, helping to provide opportunities for display advertising as well. The Incorporation was first started by Kingchih Fan and Vadim Telyatnikov, who once worked for Yearbook.com, a social media site that focuses primarily on young adults and teens who are interested in keeping in touch with the people they went to school with, hence where the Yearbook comes into play with the website. Telyatnikov said in an interview, prior to starting LiftDNA, that he would use his experiences to help publishers with the management of advertisements online. He believed that the management system was absolutely necessary. There are many publishers that sell advertisements online based on the number of impressions that will be displayed to the people using the Internet. One impression is equivalent to an advertisement being displayed on a website. OpenX began about ten years ago. It provides ad-serving technology for the publishers. The technology is a type of software that helps the publishers figure out how they want to display specific advertisements on websites, along with how they want to do advertisement exchanges. The company has served over a trillion impressions last year and is working on billions of transactions each and every month for the year of 2012. OpenX chose to acquire LiftDNA because they believe it makes sense to combine the two companies. After all, the two companies had already been working with one another for the past two years, since the start of 2010. And, after integrating the technology of LiftDNA into the OpenX platform, it just seemed right to combine the two companies with one another. When it comes to advertising online, there has been a lot of competition. For OpenX, the biggest competition is the Google Incorporation and the Microsoft Incorporation, both of which have spent billions as a means of dominating in this type of market. Google even acquired the Invite Media Incorporation in 2010 as a means of developing and enhancing display advertisements. OpenX is competing with some big names but now that it has acquired LiftDNA, the CEO of OpenX believes that it will do exceptionally well on the market and may possibly surpass Google one day.

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