OPENX PLANS TO COMPETE WITH GOOGLE

The advertising technology company, OpenX, which has been in existence for nearly six years now, recently made an announcement the other day, talking about how it has recently purchased LiftDNA, a tool that is used to help publishers automate their selling. The amount that OpenX paid to acquire LiftDNA was not released just yet but OpenX has been able to prove, in such a short amount of time, how profitable it has managed to be in a market that is quite competitive. OpenX, which is headquartered in Los Angeles, says that it is earning nearly $100 million each year and has been handing billions of advertisement transactions each month. OpenX even announced last spring that it funding rose, which ultimately helped the company bring its total funding to over $50 million. The advertisers that rely on OpenX are able to use domain targeting or can retarget visitors who have recently visited the website. Publishers are also able to see which types of advertisements have even been purchased as the advertisers are able to see the performance data of these advertisements, finding out which advertisements are more successful than other advertisements amongst the consumers. It is important to know this information because advertisements that do not do well amongst the consumers can easily be replaced for the advertisements that are, in fact, doing well. OpenX sets its primary focus on helping the publishers and different companies, especially when it comes to selling advertisement space. It also makes a lot of sense why the company has decided to acquire LiftDNA, as this is a company specializing in tracking the amount of money publishers can actually earn from different advertisement campaigns. OpenX is competing with Google and its Double Click, along with Yahoo's Right Media. The chief executive officer of OpenX, Tim Cadogan, has said that he and the company are very excited about the new acquisition, especially because LiftDNA has a unique approach when it comes to optimization. He says that together, they will be able to help publishers and advertisers by increasing their revenue and providing a platform for revenue sharing. This is something that publishers and advertisers will both be able to appreciate tremendously. LiftDNA was first launched in September of 2009 and has since managed to help customer increase the amount of revenue earned from advertisements. The founder of LiftDNA, Vadim Telyatnikov, has said that it makes so much sense to combines the two companies, especially because they are so aligned with one another. Telyatnikov is thrilled that the two companies will be combining with one another and believes that only good things will come of this. As of right now, the biggest competitor that OpenX has to deal with is Google and its recent purchase of AdMeld, which took place during the end of 2011.