

“We’re able to provide our services at a lower cost than other cloud-based competitors. That’s an important part of the IBM Cloud solution for us.”

—Tim Koschella, Chief Executive Officer and Cofounder, AppLift

Business challenge

To extend its DataLift 360 ad placement offering to app developers and publishers worldwide, AppLift needed cloud hosting infrastructure designed for high-performance global delivery.

Transformation

Provisioning hybrid cloud infrastructure that includes IBM® Bluemix® bare metal and virtual resources, AppLift established a highly scalable environment for delivering its DataLift 360 service to customers in virtually any location. With the Bluemix hosting solution, the business can store and process data for more than two billion user profiles.



Tim Koschella
Chief Executive Officer
and Cofounder
AppLift

Business benefits

Supports low-latency delivery
with powerful IBM Cloud technology and global data center presence

Easily scales for demand
with the capacity to accommodate more than 1 million queries per second

Keeps costs low
with IBM cloud resources available as needed

AppLift

Helping app marketers optimize ad placement with a platform powered by IBM Cloud technology

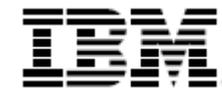
A mobile ad technology company based in Berlin, Germany, AppLift helps advertisers manage each phase of the app marketing lifecycle, from launch to growth to ongoing customer retention. The company’s DataLift 360 solution provides a unified, data-driven platform designed to identify and target optimal user groups for ad campaigns across all key digital channels.

Solution components

- IBM® Bluemix®

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