

## Yellowhammer Selects VoltDB for New Advertising Platform

*VoltDB's Real-time Analytics and Decisioning Key to Driving Value from Big Data Application*

**BILLERICA, Mass, March 5, 2013** – [VoltDB](#), the world's fastest [high-velocity database](#), today announced that it has been selected to power [Yellowhammer's](#) Performance Trading Platform. VoltDB will enable Yellowhammer to provide unprecedented real-time segmenting, targeting and optimization capabilities to advertisers.

After extensive research and evaluation, Ryan Hubbard, CTO of Yellowhammer, selected VoltDB's high-velocity, real-time decisioning database. His vision is to partner VoltDB's technology with a deep analytical database like HP's Vertica to give Yellowhammer a tremendous competitive advantage.

"Being able to leverage both active and historical information to make the best possible decision as users are interacting with ads on our system delivers unique and highly differentiated capabilities," Hubbard said. "We are segmenting, targeting and optimizing ad placement on an unprecedented level, and that drives value to our customers."

VoltDB's high-velocity database is ideally suited for big data-based applications like digital advertising where the requirements of high-velocity data, and real-time analytics and decisioning are beyond the reach of traditional databases.

"We are seeing customers like Yellowhammer create applications today that were simply not possible just a year ago," said VoltDB CEO, Bruce Reading. "Yellowhammer is processing high-velocity, real-time events as well as feeding historical knowledge from Vertica back into VoltDB in order to make the highest informed decision, in real-time, each time a mouse is clicked – this is where the future of big data is leading us."

### **About Yellowhammer**

Manhattan-based Yellowhammer is the online advertising world's first Performance Trading Platform. Its mission is to bring unique and highly differentiated business value to the fast-growing programmatic display marketplace through a *data-meets-technology-meets-creative* approach. To accomplish this, Yellowhammer creates pro-advertising technology solutions to fundamentally improve the ecosystem for brand-focused direct response advertisers. Founded in 2009, the company won the American Business Awards 2012 "Management Team of the Year" and was runner up for Fastest Growing Company.

### **About VoltDB:**

VoltDB provides a fully durable, in-memory [relational database](#) that combines high-velocity data ingestion and real-time data analytics and decisioning to enable

organizations to unleash a new generation of big data applications that deliver unprecedented business value. Organizations in markets ranging from financial services and Web media, to public utilities and national defense, use VoltDB to narrow the “ingestion-to-decision” gap from minutes, or even hours, to milliseconds. Founded by database legend Dr. Michael Stonebraker, VoltDB is privately held with offices in Billerica, Mass. and Santa Clara, Calif.

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