

AppLovin

AppLovin is a mobile marketing platform. The company was founded in 2012, but operated in stealth mode until 2014.

Item	Descriptions
Headquarters	Palo Alto, California, United States
Founded	2012
Number of employees (2015)	90
Founders	Adam Foroughi (CEO) John Krystynak Andrew Karam
Subsidiaries	MAX by AppLovin moboqo GmbH MAX Advertising Systems, Inc.
Investors	Orient Hontai Capital Webb Investment Network

Most of software developers may want to have a chance to download the developed app by many people, but that opportunity is usually allowed to 3% developers/companies. AppLovin is trying to help App developers/companies to have more chances by their services.

Designing, building, and operating the fabric that connects game developers of all sizes with their ideal consumers around the globe.



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Launch chart-topping games and build your business.

AppLovin gives you the power to **earn more** and
engage your users — all in one place.

