

CLIENT CASE STUDY

Appcelerator

The Cross-Platform Mobile Development Pioneer

THE CHALLENGE

Appcelerator had built a game-changing mobile development platform, Titanium SDK, that allowed developers to write once and deploy native apps across iOS, Android, and beyond. But in a market crowded with competing frameworks and well-funded rivals, the Mountain View startup needed to *consistently own the cross-platform narrative* through multiple funding rounds, strategic acquisitions, and product milestones on the path to acquisition.

THE APPROACH

Ignite X served as Appcelerator's strategic marketing partner across its growth trajectory, managing PR for major corporate and product milestones:

- **Funding Announcements:** Managed communications for multiple rounds totaling \$90M+ in venture funding, including Series B, Series C (\$15M, Mayfield Fund / Red Hat), and Series D (\$22M, Rembrandt Venture Partners)
- **Acquisition PR:** Drove strategic media outreach for the Aptana Studio and Cocoafish acquisitions, positioning Appcelerator as an aggressive platform consolidator
- **Product Launches:** Orchestrated Titanium 2.0 and Appcelerator Cloud Services launch, securing top-tier developer and enterprise coverage
- **Executive Positioning:** Positioned CEO Jeff Haynie as a thought leader in mobile development, securing keynote and speaking opportunities at major developer events

THE RESULTS

5,000

Press Mentions

1,300

Customers Grown To

1.5K → 1M+

Developer Community

EXIT

Acquired by Axway

SELECT COVERAGE

TechCrunch • VentureBeat • MIT Technology Review • Wired • InfoWorld • The Register • ReadWrite • SD Times
• Reuters • Wall Street Journal • Dow Jones • Inc Mag • Investor's Business Daily • Engadget • eWeek • NBC News

Titanium 2.0 Launch

Product + Cloud Services
Top-tier dev press secured

Aptana + Cocoafish

2 acquisitions managed
Consolidation story placed

Software Product of the Year

Winning Entry (2012)
Wall Street Journal Award

"Ignite was my go-to agency while running marketing at Appcelerator. We went from zero in revenue to millions in a short 18-month time span. They really understood the changing mobile and cloud landscape... The other intangible that Ignite brings to the table is that they are scrappy and competitive — constantly advocating on your behalf... We appreciate Ignite's clever strategies and bold execution."

— Scott Schwarzhoff, Former VP of Marketing, Appcelerator

IGNITE X | Case Study

About Appcelerator: Appcelerator was a Mountain View-based mobile development platform that enabled developers to build native cross-platform apps using JavaScript through its Titanium SDK. Backed by \$90M+ in venture funding from investors including Sierra Ventures, Mayfield Fund, and Red Hat, the company grew its developer community from fewer than 1,500 to over 1,500,000, reached 1,300+ enterprise customers, including PayPal, eBay, and Mayfield and was acquired by Axway.