

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934

Liftoff Mobile, Inc.

(Name of Issuer)

Common Stock, par value \$0.0001 per share

(Title of Class of Securities)

(CUSIP Number)

06/30/2026

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- ☐ Rule 13d-1(b)
- ☐ Rule 13d-1(c)
- ☒ Rule 13d-1(d)

SCHEDULE 13G

CUSIP No.

	Names of Reporting Persons	
1	BCP Redbird Aggregator L.P.	
	Check the appropriate box if a member of a Group (see instructions)	
2	☐ (a)	
	☒ (b)	
3	Sec Use Only	
	Citizenship or Place of Organization	
4	DELAWARE	
Number of	Sole Voting Power	
Shares	5	
Beneficially	83,831,109.00	

Owned by Each Reporting Person With:	6	Shared Voting Power
		0.00
		Sole Dispositive Power
	7	83,831,109.00
		Shared Dispositive
	8	Power
		0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person	
		83,831,109.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)	
		☐
11	Percent of class represented by amount in row (9)	
		49.5 %
12	Type of Reporting Person (See Instructions)	
		PN

SCHEDULE 13G

CUSIP No.

1	Names of Reporting Persons	
	BCP VII Holdings Manager L.L.C.	
	Check the appropriate box if a member of a Group (see instructions)	
2	☐ (a)	
	☒ (b)	
3	Sec Use Only	
4	Citizenship or Place of Organization	
	DELAWARE	
		Sole Voting Power
	5	83,831,109.00
Number of Shares Beneficially Owned by Each Reporting Person With:		Shared Voting Power
	6	0.00
		Sole Dispositive Power
	7	83,831,109.00
		Shared Dispositive
	8	Power
		0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person	
		83,831,109.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)	
		☐
11	Percent of class represented by amount in row (9)	
		49.5 %

12 Type of Reporting Person (See Instructions)

OO

SCHEDULE 13G

CUSIP No.

Names of Reporting Persons

1 Blackstone Management Associates VII L.L.C.

Check the appropriate box if a member of a Group (see instructions)

2 ☐ (a)
☒ (b)

3 Sec Use Only

4 Citizenship or Place of Organization

DELAWARE

Sole Voting Power

5 83,831,109.00

Number of Shares Beneficially Owned by Each Reporting Person With:

6 Shared Voting Power
0.00

7 Sole Dispositive Power

83,831,109.00

Shared Dispositive Power

0.00

Aggregate Amount Beneficially Owned by Each Reporting Person

83,831,109.00

Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)



Percent of class represented by amount in row (9)

49.5 %

Type of Reporting Person (See Instructions)

OO

SCHEDULE 13G

CUSIP No.

Names of Reporting Persons

BMA VII L.L.C.

Check the appropriate box if a member of a Group (see instructions)

☐ (a)
☒ (b)

3	Sec Use Only
4	Citizenship or Place of Organization
	DELAWARE
	Sole Voting Power
5	83,831,109.00
Number of	Shared Voting Power
Shares	6
Beneficially	0.00
Owned by	Sole Dispositive Power
Each	7
Reporting	83,831,109.00
Person	Shared Dispositive
With:	8
	Power
	0.00
	Aggregate Amount Beneficially Owned by Each Reporting Person
9	83,831,109.00
	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
10	☐
	Percent of class represented by amount in row (9)
11	49.5 %
	Type of Reporting Person (See Instructions)
12	OO

SCHEDULE 13G

CUSIP No.

	Names of Reporting Persons
1	Blackstone Holdings III L.P.
	Check the appropriate box if a member of a Group (see instructions)
2	☐ (a)
	☒ (b)
3	Sec Use Only
	Citizenship or Place of Organization
4	DELAWARE
	Sole Voting Power
5	83,831,109.00
Number of	Shared Voting Power
Shares	6
Beneficially	0.00
Owned by	Sole Dispositive Power
Each	7
Reporting	83,831,109.00
Person	Shared Dispositive
With:	8
	Power
	0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person

	83,831,109.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
	☐
11	Percent of class represented by amount in row (9)
	49.5 %
12	Type of Reporting Person (See Instructions)
	PN

SCHEDULE 13G

CUSIP No.

	Names of Reporting Persons
1	Blackstone Holdings III GP L.P.
	Check the appropriate box if a member of a Group (see instructions)
2	☐ (a)
	☒ (b)
3	Sec Use Only
4	Citizenship or Place of Organization
	DELAWARE
	Sole Voting Power
5	83,831,109.00
	Shared Voting Power
6	0.00
	Sole Dispositive Power
7	83,831,109.00
	Shared Dispositive
8	Power
	0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person
	83,831,109.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
	☐
11	Percent of class represented by amount in row (9)
	49.5 %
12	Type of Reporting Person (See Instructions)
	PN

SCHEDULE 13G

CUSIP No.

1 Names of Reporting Persons
Blackstone Holdings III GP Management L.L.C.
Check the appropriate box if a member of a Group (see instructions)

2 ☐ (a)
☒ (b)

3 Sec Use Only
Citizenship or Place of Organization

4 DELAWARE

Number of
Shares
Beneficially
Owned by
Each
Reporting
Person
With:

5 Sole Voting Power
83,831,109.00
6 Shared Voting Power
0.00
7 Sole Dispositive Power
83,831,109.00
8 Shared Dispositive
Power
0.00

9 Aggregate Amount Beneficially Owned by Each Reporting Person
83,831,109.00
Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)

10 ☐
Percent of class represented by amount in row (9)

11 49.5 %

12 Type of Reporting Person (See Instructions)
OO

SCHEDULE 13G

CUSIP No.

1 Names of Reporting Persons
Blackstone Inc.
Check the appropriate box if a member of a Group (see instructions)

2 ☐ (a)
☒ (b)

3 Sec Use Only
Citizenship or Place of Organization

4 DELAWARE

Number of
Shares
Beneficially
Owned by
Each
Reporting
Person
With:

5 Sole Voting Power
83,831,109.00
6 Shared Voting Power
0.00
7 Sole Dispositive Power

83,831,109.00
Shared Dispositive
Power

0.00

Aggregate Amount Beneficially Owned by Each Reporting Person

83,831,109.00

Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)



Percent of class represented by amount in row (9)

49.5 %

Type of Reporting Person (See Instructions)

CO

SCHEDULE 13G

CUSIP No.

Names of Reporting Persons

Blackstone Group Management L.L.C.

Check the appropriate box if a member of a Group (see instructions)

☐ (a)
☒ (b)

Sec Use Only

Citizenship or Place of Organization

DELAWARE

Sole Voting Power

5

83,831,109.00

Shared Voting Power

6

0.00

Sole Dispositive Power

7

83,831,109.00

Shared Dispositive

8

Power

0.00

Aggregate Amount Beneficially Owned by Each Reporting Person

83,831,109.00

Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)



Percent of class represented by amount in row (9)

49.5 %

Type of Reporting Person (See Instructions)

OO

SCHEDULE 13G

CUSIP No.

1	Names of Reporting Persons
	Stephen A. Schwarzman
	Check the appropriate box if a member of a Group (see instructions)
2	☐ (a)
	☒ (b)
3	Sec Use Only
4	Citizenship or Place of Organization
	UNITED STATES
	Sole Voting Power
5	83,831,109.00
Number of Shares Beneficially Owned by Each Reporting Person With:	Shared Voting Power
6	0.00
	Sole Dispositive Power
7	83,831,109.00
	Shared Dispositive
8	Power
	0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person
	83,831,109.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
	☐
11	Percent of class represented by amount in row (9)
	49.5 %
12	Type of Reporting Person (See Instructions)
	IN

SCHEDULE 13G

Item 1.

Name of issuer:

- (a) Liftoff Mobile, Inc.
- Address of issuer's principal executive offices:
- (b) 900 Middlefield Road, Redwood City, California 94063

Item 2.

- (a) Name of person filing:

Each of the following is hereinafter individually referred to as a "Reporting Person" and collectively as the "Reporting Persons." This statement is filed on behalf of: (i) BCP Redbird Aggregator L.P. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (ii) BCP VII Holdings Manager L.L.C. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (iii) Blackstone Management Associates VII L.L.C. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (iv)

BMA VII L.L.C. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (v) Blackstone Holdings III L.P. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (vi) Blackstone Holdings III GP L.P. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (vii) Blackstone Holdings III GP Management L.L.C. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (viii) Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (ix) Blackstone Group Management L.L.C. c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: State of Delaware (x) Stephen A. Schwarzman c/o Blackstone Inc. 345 Park Avenue New York, NY 10154 Citizenship: United States

Address or principal business office or, if none, residence:

(b)

See Item 2(a).

Citizenship:

(c)

See Item 2(a).

Title of class of securities:

(d)

Common Stock, par value \$0.0001 per share

(e)

CUSIP No.:

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) ☐ Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
- (b) ☐ Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c) ☐ Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) ☐ Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e) ☐ An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E);
- (f) ☐ An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);
- (g) ☐ A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h) ☐ A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) ☐ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) ☐ A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J). If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:
- (k) ☐ Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K).

Item 4. Ownership

Amount beneficially owned:

The information required by Items 4(a)-(c) with respect to each Reporting Person is set forth in Rows 5-11 of the applicable cover pages hereto, and is incorporated herein by reference. As of June 30, 2026, the Reporting Persons may be deemed to beneficially own an aggregate of 83,831,109 shares of common stock, par value \$0.0001 per share (the "Common Stock") of Liffort Mobile, Inc. (the "Issuer"). The Common Stock is held directly by BCP Redbird Aggregator L.P. BCP VII Holdings Manager L.L.C. is the general partner of BCP Redbird Aggregator L.P. Blackstone Management Associates VII L.L.C. is the sole member of BCP VII Holdings Manager L.L.C. BMA VII L.L.C. is the sole member of Blackstone Management Associates VII L.L.C. Blackstone Holdings III L.P. is the managing member of BMA VII L.L.C. Blackstone Holdings III GP L.P. is the general partner of Blackstone Holdings III L.P. Blackstone Holdings III GP Management L.L.C. is the general partner of Blackstone Holdings III GP L.P. Blackstone Inc. is the sole member of Blackstone Holdings III GP Management L.L.C. The sole holder of the Series II preferred stock of Blackstone Inc. is Blackstone Group Management L.L.C. Blackstone Group Management L.L.C. is wholly-owned by its senior managing directors and controlled by its founder, Stephen A. Schwarzman. Information with respect to each Reporting Person is given solely by such Reporting Person, and no Reporting Person assumes responsibility for the accuracy or completeness of the information furnished by another Reporting Person. Each such Reporting Person may be deemed to beneficially own the Common Stock beneficially owned directly by BCP Redbird Aggregator L.P. or indirectly controlled by it, but neither the filing of this Schedule 13G nor any of its contents shall be deemed to constitute an admission that any Reporting Person (except to the extent it directly holds Issuer securities reported herein) is the beneficial owner of the Common Stock referred to herein for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended (the "Act"), or for any other purpose and each of the Reporting Persons expressly disclaims beneficial ownership of such shares of Common Stock. The filing of this statement should not be construed to be an admission that any member of the Reporting Persons are members of a "group" for the purposes of Sections 13(d) and 13(g) of the Act.

(b)

Percent of class:

Each of the Reporting Persons may be deemed to be the beneficial owner of the percentage of shares of Common Stock listed on such Reporting Person's cover page. Calculations of the percentage of shares of Common Stock beneficially owned are based on 169,330,527 shares of Common Stock outstanding as of June 4, 2026, as set forth in the Issuer's prospectus filed pursuant to Rule 424(b)(4), filed with the Securities and Exchange Commission on June 4, 2026, after giving effect to the initial public offering (including the exercise in full of the underwriters' over-allotment option as announced by the Issuer on June 5, 2026). %

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote:

See the information set forth in Row 5 on each cover page.

(ii) Shared power to vote or to direct the vote:

See the information set forth in Row 6 on each cover page.

(iii) Sole power to dispose or to direct the disposition of:

See the information set forth in Row 7 on each cover page.

(iv) Shared power to dispose or to direct the disposition of:

See the information set forth in Row 8 on each cover page.

Item 5. Ownership of 5 Percent or Less of a Class.

Item 6. Ownership of more than 5 Percent on Behalf of Another Person.

Not Applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

Not Applicable

Item 8. Identification and Classification of Members of the Group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

Item 10. Certifications:

Not Applicable

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

BCP Redbird Aggregator L.P.

Signature: /s/ Robert Brooks

Name/Title: Robert Brooks, Authorized Signatory, See Exhibit 99.1

Date: 08/07/2026

BCP VII Holdings Manager L.L.C.

Signature: /s/ Robert Brooks

Name/Title: Robert Brooks, Authorized Signatory, See Exhibit 99.1

Date: 08/07/2026

Blackstone Management Associates VII L.L.C.

Signature: /s/ Robert Brooks

Name/Title: Robert Brooks, Authorized Signatory, See Exhibit 99.1

Date: 08/07/2026

BMA VII L.L.C.

Signature: /s/ Robert Brooks

Name/Title: Robert Brooks, Authorized Signatory, See Exhibit 99.1

Date: 08/07/2026

Blackstone Holdings III L.P.

Signature: /s/ Victoria Portnoy

Name/Title: Victoria Portnoy, Managing Director - Assistant Secretary, See Exhibit 99.1

Date: 08/07/2026

Blackstone Holdings III GP L.P.

Signature: /s/ Victoria Portnoy

Name/Title: Victoria Portnoy, Managing Director - Assistant Secretary, See Exhibit 99.1

Date: 08/07/2026

Blackstone Holdings III GP Management L.L.C.

Signature: /s/ Victoria Portnoy

Name/Title: Victoria Portnoy, Managing Director - Assistant Secretary, See Exhibit 99.1

Date: 08/07/2026

Blackstone Inc.

Signature: /s/ Victoria Portnoy

Name/Title: Victoria Portnoy, Managing Director - Assistant Secretary, See Exhibit 99.1

Date: 08/07/2026

Blackstone Group Management L.L.C.

Signature: /s/ Victoria Portnoy

Name/Title: Victoria Portnoy, Managing Director - Assistant Secretary, See Exhibit 99.1

Date: 08/07/2026

Stephen A. Schwarzman

Signature: /s/ Stephen A. Schwarzman

Name/Title: Stephen A. Schwarzman, See Exhibit 99.1

Date: 08/07/2026

Exhibit Information

Exhibit 99.1 Signature Blocks. Exhibit 99.2 Joint Filing Agreement, by and among the Reporting Persons, dated as of August 7, 2026.