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.

1	Names of Reporting Persons Ellis Mark Edward	
2	Check the appropriate box if a member of a Group (see instructions) ☐ (a) ☑ (b)	
3	Sec Use Only	
4	Citizenship or Place of Organization UNITED STATES	
Number of Shares Beneficially	5	Sole Voting Power 0.00

Owned by Each Reporting Person With:	6	Shared Voting Power 9,939,671.00
	7	Sole Dispositive Power 0.00
	8	Shared Dispositive Power 9,939,671.00

9	Aggregate Amount Beneficially Owned by Each Reporting Person 9,939,671.00
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) 5.9 %
12	Type of Reporting Person (See Instructions) IN

Comment for Type of Reporting Person: (1) Consists of 9,939,671 shares of common stock held of record by the Ellis Trust dated September 11, 2015 (the Ellis Trust). The trustees of the Ellis Trust are Mark E. Ellis and Sydney L. Ellis, who hold shared voting and dispositive power with respect to the shares held of record by the Ellis Trust. (2) Based on an aggregate of 169,330,527 shares of common stock outstanding, as reported by the Issuer in the Issuer's prospectus filed under Rule 424(b)(4) filed with the U.S. Securities and Exchange Commission (the SEC) on June 4, 2026, after giving effect to the Issuer's initial public offering (the IPO, including the exercise in full of the underwriters' over-allotment option as announced by the Issuer on June 5, 2026).

SCHEDULE 13G

CUSIP No.

1	Names of Reporting Persons Sydney L. Ellis
2	Check the appropriate box if a member of a Group (see instructions) ☐ (a) ☑ (b)
3	Sec Use Only
4	Citizenship or Place of Organization UNITED STATES

Number of Shares Beneficially Owned by Each Reporting Person With:	5	Sole Voting Power 0.00
	6	Shared Voting Power 9,939,671.00
	7	Sole Dispositive Power 0.00
	8	Shared Dispositive Power 9,939,671.00

9	Aggregate Amount Beneficially Owned by Each Reporting Person

	9,939,671.00
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) 5.9 %
12	Type of Reporting Person (See Instructions) IN

Comment for Type of Reporting Person: (1) Consists of 9,939,671 shares of common stock held of record by the Ellis Trust. The trustees of the Ellis Trust are Mark E. Ellis and Sydney L. Ellis, who hold shared voting and dispositive power with respect to the shares held of record by the Ellis Trust. (2) Based on an aggregate of 169,330,527 shares of common stock outstanding, as reported by the Issuer in the Issuer's prospectus filed under Rule 424(b)(4) filed with the U.S. Securities and Exchange Commission (the SEC) on June 4, 2026, after giving effect to the Issuer's IPO (including the exercise in full of the underwriters' over-allotment option as announced by the Issuer on June 5, 2026).

SCHEDULE 13G

CUSIP No.

1	Names of Reporting Persons Ellis Trust dated September 11, 2015		
2	Check the appropriate box if a member of a Group (see instructions) ☐ (a) ☑ (b)		
3	Sec Use Only		
4	Citizenship or Place of Organization UNITED STATES		
Number of Shares Beneficially Owned by Each Reporting Person With:	5	Sole Voting Power 0.00	
	6	Shared Voting Power 9,939,671.00	
	7	Sole Dispositive Power 0.00	
	8	Shared Dispositive Power 9,939,671.00	
9	Aggregate Amount Beneficially Owned by Each Reporting Person 9,939,671.00		
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) 5.9 %		
12	Type of Reporting Person (See Instructions) OO		

Comment for Type of Reporting Person: (1) Consists of 9,939,671 shares of common stock held of record by the Ellis Trust . The trustees of the Ellis Trust are Mark E. Ellis and Sydney L. Ellis, who hold shared voting and dispositive power with respect to the shares held of record by the Ellis Trust. (2) Based on an aggregate of 169,330,527 shares of common stock outstanding, as reported by the Issuer in the Issuer's prospectus filed under Rule 424(b)(4) filed with the U.S. Securities and Exchange Commission (the SEC) on June 4, 2026, after giving effect to the Issuer's IPO (including the exercise in full of the underwriters' over-allotment option as announced by the Issuer on June 5, 2026).

SCHEDULE 13G

Item 1.

(a) Name of issuer:

Liftoff Mobile, Inc.

(b) Address of issuer's principal executive offices:

900 Middlefield Road, Redwood City, CALIFORNIA, 94063.

Item 2.

(a) Name of person filing:

This Schedule 13G is being jointly filed by each of the following Reporting Persons: (i) Mark E. Ellis, (ii) Sydney L. Ellis and (iii) Ellis Trust dated September 11, 2015 (the Ellis Trust). The Ellis Trust directly holds 9,939,671 shares of the Issuer's common stock, par value $0.0001 per share. Mark E. Ellis and Sydney L. Ellis serve as co-trustees of the Ellis Trust and hold shared voting and dispositive power with respect to the shares held of record by the Ellis Trust. The filing of this Schedule 13G shall not be deemed an admission that any Reporting Person is, for purposes of Section 13(d) or Section 13(g) of the Securities Exchange Act of 1934, as amended, or otherwise, the beneficial owner of any securities reported herein as beneficially owned by any other Reporting Person, except to the extent of such Reporting Person's pecuniary interest therein.

(b) Address or principal business office or, if none, residence:

The address for the principal business office of each Reporting Person is: c/o Liftoff Mobile, Inc. 900 Middlefield Road Redwood, City, California, 94063

(c) Citizenship:

The Ellis Trust is organized in the state of California. Mark E. Ellis and Sydney L. Ellis are citizens of the United States.

(d) Title of class of securities:

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

(a) Amount beneficially owned:

See Row 9 of the cover page for each Reporting Person.

(b) Percent of class:

See Row 11 of the cover page for each Reporting Person. %

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

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

See Row 5 of the cover page for each Reporting Person.

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

See Row 6 of the cover page for each Reporting Person.

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

See Row 7 of the cover page for each Reporting Person.

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

See Row 8 of the cover page for each Reporting Person.

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.

Ellis Mark Edward

Signature: /s/ Mark E. Ellis
Name/Title: Mark E. Ellis
Date: 08/07/2026

Sydney L. Ellis

Signature: /s/ Sydney L. Ellis
Name/Title: Sydney L. Ellis
Date: 08/07/2026

Ellis Trust dated September 11, 2015

Signature: /s/ Mark E. Ellis
Name/Title: Mark E. Ellis, Trustee
Date: 08/07/2026

Signature: /s/ Sydney L. Ellis
Name/Title: Sydney L. Ellis, Trustee
Date: 08/07/2026

Exhibit Information

Exhibit 1 - Joint Filing Agreement