

April, 2010

Going to Ad-Tech West?
Schedule a meeting with W3i.

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W3i News



Feature Article Written by:
Robert Weber
Vice President of Business Development

App Marketing the Amazon Way: Using Cross Promotion, SEM, In-house Promotion and More to Defend Against the iPad

Amazon, along with all other book retailers and a variety of device manufacturers, are faced with a most disruptive competitive threat to their eBook business to date, the April 3 US release of Apple's iPad. Amazon is turning to app marketing to defend their competitive position.

[Full Story](#)

Will the iPad Change the Way the World Reads?

With the launch of the Apple iPad, W3i surveyed its consumers to see where in the product life cycle consumers were with eBooks. Interestingly, 70% of respondents have never viewed an eBook; and 37% indicated that they did not even know what an eBook was while 32% said that they were just not interested. Currently consumers say...

[Full Story](#)

W3i Case Study: Improving Acceptance Rates through Data-Driven Optimization

The Challenge: Going live with an advertiser's offer is only the beginning when distributing through the W3i Application Network. As with landing pages, the challenge is to optimize the critical elements so that ROI is optimized. The Solution: W3i provides...

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W3i Moves Data Center to Increase Security, Reliability, and Scalability for the W3i Application Network

The W3i Application Network is growing rapidly, averaging 9.6 million installs each month. W3i made a strategic decision to move its data center to increase the level of security, reliability, and scalability of its operations. W3i relocated its primary data center operations from St. Cloud, MN...

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Our Favorite Online Consumer Apps

Video Saver

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Consumer Application Trends ClickZ feature articles

What Offers a Bigger Opportunity Than Paid Mobile Apps?
March 23, 2010

By: Rob Weber, Co-Founder of W3i

Why is the opportunity for marketing free apps larger than paid apps? Analyzing user engagement trends, mobile app advertising trends, and details regarding the lack of attention being given to free apps compared to paid apps gives some strong indications. The explosive growth of mobile apps since Apple's App Store launched on July 10, 2008, has led to increased competition as well as innovation.

[Full Story](#)

If there are any specific topics you would like me to delve into, please drop me an e-mail [here](#) or on Twitter at [@robertweber](#).

W3i Tech Talk

Three Things to Consider When Building Desktop Applications

There are many options available for building desktop applications; however, before you start there are three things you must consider. First, decide whether to build a cross-platform application or target a specific operating system. Next, choose the development tools to build your application. Finally, select...

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Looking for increased revenue or distribution for your consumer application?

Increase revenue or distribution for your consumer application by joining the W3i Application Network, which uses the demand for free/trial applications to promote additional value-added applications during installation, when the user is in the download mindset. The W3i Application Network is driven by InstallIQ™, a proprietary Windows installer manager, and the first installation system to be certified by the TRUSTe Trusted Download Program.

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