

If you're having trouble viewing this email, you may [see it online](#).



App Marketing Insights
For Advertisers and Developers of Consumer Applications



HAPPY HOLIDAYS!

December, 2011



[What's New @ W3i](#)

[\\$10 Million AppX Game Developer Marketing Fund Accelerates Mobile Game Profitability](#)

[Desktop App and Add-on Developers. Beware of Browser Changes](#)

[The World of Apps As We Know It is Changing](#)

[App Marketing: Native Apps vs. Web Apps, or How About a Hybrid?](#)

What's New @ W3i

Recharge Studios launched AppX with a \$10 Million AppX Game Developer Marketing Fund.

AppX accelerates a developer's road to profitability by providing profitable user acquisition with funding, actionable insights to drive the game business and game-changing production support. Read more below.

Battle Bears Royale is SkyVu's first official freemium game

and we needed the freemium expertise and financial support of Recharge Studios to accelerate the development of the game. With Recharge's support, we were able to enlist extra development firepower from our partner studio Complex Games and get the game done in time for the Holidays. Recharge has been instrumental in helping us analyse the data that came in from our test markets and making sure our virtual economy was perfectly tuned. states Ben Vu, SkyVu.

[view more](#)

Recharge Studios launches several other new games:

[Tap Treasure](#), [Dolphin Play with Friends](#), [Monster Park](#) and [Spellcraft School of Magic](#)

Breaking News

[SkyVu shoots up to 14 million downloads of Battle Bears Royale multiplayer release](#)

Meet with W3i

Affiliate Summit, Las Vegas
January 8-10

CES, Las Vegas
January 10-13

FSTA Winter Conference, Las Vegas
January 16-18

[Contact Us](#)

From our Partners

From the W3i Blog



Feature Article Written by:
Deborah Manthei
Director of Marketing Communications

[\\$10 Million AppX Game Developer Marketing Fund Accelerates Mobile Game Profitability](#)

Minneapolis, Minnesota, November 30, 2011—W3i® (www.W3i.com), a leader in monetization and user acquisition services for mobile apps, announced today the launch of the \$10 Million AppX Game Developer Marketing Fund.

[view article](#)

[Desktop App and Add-on Developers, Beware of Browser Changes](#)

While browser add-ons provide many useful functions, such as search and quick access to specialized content, they can also be the source of problems such as long load times and program crashes.

[view article](#)

[The World of Apps As We Know It is Changing](#)

I recently gave a talk to a group of marketing specialists from large corporate firms. [view article](#)

From Across the Web

[App Marketing: Native Apps vs. Web Apps, or How About a Hybrid?](#)

Everyone agrees that apps are great marketing tools for engaging consumers. Now the debate is whether to develop native or web apps. Which is better? Well, it depends.

[view article](#)

Symantec

Avoid These 5 Holiday Scams

By Abbi Perets

[Read More](#)

Contact W3i

info@W3i.com

1-855-W3i-APPS

This email was sent to jess.lahr@w3i.com. To ensure that you continue receiving our emails, please add us to your address book or safe list.

[update](#) your information | [opt out](#) using TrueRemove®

