



February, 2012



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What's New @ W3i

[New W3i SDK Enables Multiple Monetization Tools](#)

W3i's new SDK gives you the ability to promote multiple offers, app and non-app, to increase your sales. [view article](#)

From the W3i Blog



Feature Article Written by:
Oren Todoros
Consultant

[5 Apps You Should Keep a Close Eye on in 2012](#)

To help cut through the clutter and shine a much deserved spotlight on a few apps you should keep an eye on in 2012, I've rounded up the best ones for you. [view article](#)

[Monetizing the Tutorial to Increase In-App Purchases](#)

W3i collaborates with developers to optimize monetization tools such as in-app purchases. [view article](#)

Meet with W3i

Inside Social Apps, San Francisco
February 8-9

GDC, San Francisco
March 7-9

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[Anatomy of a Mobile App Entrepreneur](#)

App entrepreneur success stories are becoming increasingly common through the ever-growing mobile industry. [view article](#)

From Across the Web

[W3i Success Stories: SpellCraft School of Magic by Appy Entertainment](#)

Last week Gamasutra ran a story titled "Postmortem: Appy Entertainment's SpellCraft School of Magic," in which W3i was mentioned for being 1 of 3 key factors leading up to the success of Appy Entertainment's SpellCraft – which won 148apps Best App Ever awards in Role Playing and Free to Play games.

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