




April, 2011



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From the W3i Blog

Breaking News



Feature Article Written by:
Rob Weber
VP & Co-Founder

Growing Your iPhone/iPad App Business | Robert Weber Presents at iPhone/iPad DevCon 2011

iPhone and iPad App Marketing Tips and Strategies
view on slideshare: [Growing Your iPhone/iPad App Business](#)

Mastering Freemium Game Mechanics Series: Social Alerts

Last week we examined the use of threshold alerts. We outlined the various thresholds that can trigger both push and local notifications in your freemium game including: time, decay and maximum thresholds. This week we're looking at alerting in relation to the social features of your freemium game.

[view article](#)

W3i Mobile's New AppAllStar Stands Out From the App Recommendation Herd
[view article](#)

Bight, Riptide and SkyVu Sign up for Recharge Studios' Social Publishing Fund [via Pocketgamer]
[view article](#)

Meet with W3i

Rob Weber "The Art of Freemium"
at 3:40 PST Thursday April 28th at AppNation, SF CA

Ad:Tech
San Francisco, CA April 11-13

App discovery, monetization and growth | W3i's Robert Weber Presents 'The Art of Freemium'

W3i co-founder Rob Weber will be on the speaking circuit again soon. In case you missed him at iPhone/iPad DevCon in Boston this week (you can see his presentation on growing a successful app business [here](#)), book your calendars for AppNation 2011. The next stop for Weber has him presenting with Neil Heron, the CEO of InEarth. The two will be presenting "The Art of Freemium" at 3:40 PST Thursday April 18th at AppNation.

[view article](#)

From Across the Web

Why Ad Bursts Work to Drive App Installs

Not using advertising when launching an app in the App Store is like launching a website and not telling anyone the URL; your app never gets discovered. With more than 369,000 apps in the App Store and more than a thousand being submitted each month, advertising gets your app noticed.

[view article](#)

AppNation, the Art of Freemium
San Francisco, CA April 28 3:40pm

VentureBeat Mobile Summit
Cavallo Point, CA April 25-26

Latest Recharge Studios Releases

Daybreak Heroes
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