

June, 2010

\$12,000 Mobile App Marketing
Sweepstakes - See details below

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Do you want to ramp up your mobile app marketing efforts?

W3i is creating a new mobile app distribution service using InstallIQ.

[Enter to Win a \\$12,000 Mobile App Marketing Campaign Sweepstakes](#)

News



Feature Article Written by:
Michael Liebelt
Senior Marketing Manager

iPhone App Marketing Tips - SEO Strategies for App Store Success

With the App Store seeing faster growth than Apple's iTunes, it's more important than ever for developers to get their iPhone app found by users in Apple's App Store. Read the full story to find out how you can incorporate basic SEO strategies to improve App Store ranking and launch you ahead of the crowd.

[Full Story](#)

How Pay Per Install Programs Reduce Distribution Costs for App Developers

Pay per install programs can create a meaningful distribution channel while lowering an app developers costs, by often as much as one third the cost of other alternatives! Read the full article to find out more.

[Full Story](#)

MinneBar 2010: What's New on the Minnesota Tech Scene

MinneBar 2010, an (un)conference aimed at getting Minnesota tech and design communities together, was held on May 22, 2010. Read the full story for a brief recap of the event, and what's new on the Minnesota tech scene.

[Full Story](#)

Consumer Application Trends ClickZ feature articles

App Development 101 for Marketers

Published by ClickZ May 18, 2010

Rob Weber, Co-Founder of W3i

So, you know you need to have a mobile app for your next campaign, but you don't know where you should start. Click on the link below to find out.

[Full Story](#)

Favorite Apps

iGarageSale

Perfect for finding garage sales, yard sales, moving and estate sales near you. Search by day or week.

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Facemooods

Spice up your chat with smileys, emoticons and much more.

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W3i Partner Spotlight

W3i is featured in Yahoo!'s [The Keyword, Quarterly Partner Newsletter](#), Qtr 2, 2010

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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