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Marketing Insights
For Advertisers and Publishers of Consumer Applications

March, 2011

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App Marketing Insights



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

Web Applications Development Tip: The Cookie Effect

Most websites use cookies to store some kind of information on a user's machine. For developers, it is important to see what their cookie looks like while testing a web application. There are various things that they need to look at. Cookie expiry date for one as it is not a good practice to leave your cookies hanging around on the user's machine forever. Here's a look at popular browsers.

[Full Story](#)

App Marketing Tip: The Secret To Apple

There is no secret, that when developing an iOS game, careful and close attention should be given to satisfying Customer Zero: Apple. Arguably, Apple holds more stake in the success of your game, than any other stakeholder.

[Full Story](#)

Pocket Pillars: Four things every great mobile game has

There was no shortage of mobile expertise at GDC 2011. Donald Mustard the Creative Director for ChAIR Entertainment, presented his four pillars to guide you during your next game development.

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Featured Apps

Daybreak Heroes

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Meet with W3i

Socialize Conference
New York, NY March 31-April 1

DevCon East
Boston, MA April 4-6

Ad:Tech
San Francisco, CA April 11-13

VentureBeat Mobile Summit
Cavallo Point, CA April 25-26

Looking for increased revenue or distribution for your consumer application?

W3i increases revenue, distribution, and engagement for consumer desktop applications, browser add-ons, and mobile applications. On the desktop app side, app publishers get paid for recommending relevant applications giving advertisers a mass, performance-driven distribution

Consumer Application Trends ClickZ feature article

Top the iOS App Store Rankings by Getting All Your Ducks in a Row

Published by ClickZ February 10, 2011
Rob Weber, Co-Founder of W3i

The top ranking apps in the Apple iOS App Store get most of the traffic. It now takes more than 50,000 U.S. daily installs to get into the Top 25 Free Apps ranking in the App Store. Search engine optimization (SEO) is a valuable endeavor - and now there is App Store Optimization (ASO), which will prove to be just as valuable. Here are tactics to get your app to the top of the charts: Click on the link below to find out more.

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channel. On the mobile side, W3i Mobile Solutions offers low-cost, targeted advertising campaigns for iPhone® apps on a pay-per-install basis with no integration.

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1900 Medical Arts Avenue South | Sartell, Minnesota 56377 USA

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