



Integrated Desktop and
Browser Marketing Solutions

CASE STUDY



The Company

MicroSmarts, LLC, located in Oak Brook, IL, produces software that protects consumer privacy and enhances computer performance.

The Challenge

MicroSmarts, developers of software that protects consumer privacy, came to W3i in 2007 with an earnings problem inhibiting them from increasing the marketing of their PC performance software and expanding their business with the development of additional software products.

The Solution

MicroSmarts joined the W3i Application Network in 4th Quarter 2006. The W3i Application Network is a network of companies with applications either looking for increased distribution or increased revenue. Microsmarts submitted the free version of SpeedItUp software, which speeds up and enhances computer systems. After passing W3i's extensive QA review, an executable file was created using W3i's proprietary, InstallIQ Windows installation manager. MicroSmarts used its consumer demand for the free version of its SpeedItUp software to drive traffic through the ad-supported installer system. Revenue was generated from W3i's network of application clients, Yahoo!, Weatherbug, the Real Network, etc., willing to pay for the distribution of their software. SpeedItUp users installed value-added applications in addition to their free SpeedItUp software; and MicroSmarts was paid for enabling the increased distribution of value-added applications supplied by the W3i's network of partners.



The Results

Results were immediate; in the first full month SpeedItUp earned \$14,084 and monthly revenue has continued to grow with optimization improvements. MicroSmarts earnings totaled \$309,507 over one year with the W3i Application Network. SpeedItUp was also able to add to its revenue by offering free users the paid version of their software. Now MicroSmarts has additional cash to infuse into its business to allow its continued growth.



Find Out More

To learn more about the W3i Application Network and how you can increase revenue and distribution for your applications, contact Josh Fiedler at josh.fiedler@W3i.com or call toll free 1-877-257-7025, x 7603.