



Connecting People to Applications

# CASE STUDY

## SMARTSHOPPER

### The Application

SmartShopper, a comparison-shopping add-on that makes online shopping simpler and more reliable; now owned by Pinball Corp, located in Victoria, Australia.

### The Challenge

In April, 2007, the original owners of SmartShopper contacted W3i looking to ramp up distribution for their established application to expand their user base for increased sales. SmartShopper appealed to multiple consumer segments so they were looking for a distribution opportunity with broad reach.

### The Solution

SmartShopper joined the W3i Application Network (AppNet) in April, 2007. AppNet combines the demand for free, valued applications funded by applications, with a strong economic model, seeking distribution. SmartShopper is offered during the installation process while the user is in the installation mode.

W3i's Account Managers went to work identifying the right audience along with testing and optimizing their offer for increased conversions. "We found the W3i Application Network easy to use, leveraging the demand for other valued applications; and paying for actual performance allowed us to stay within our customer acquisition budget." comments the VP of Business Development for SmartShopper.

### The Results

SmartShopper distributed over 10 million applications building their base of users essential to growing their business. "W3i's distribution partnership with SmartShopper helped us build a loyal and active user base of well over three million daily consumers comparing prices across thousands of Internet stores within six months of launch," adds the VP of Business Development for SmartShopper.

The screenshot shows three search results for an Apple iPod nano. The top result is from the Apple Store, listing the 'Apple iPod nano Black (2 GB, MA099LL/A) MP3 Player' for \$179. It includes a star rating, 83 product reviews, and a 'Click Here' button. The middle result is from eBay, showing 'Brand New iPod Nano 2GB Factory Sealed!!-BLACK\*\*\*\*' with a current bid of \$145.00 and a 'Buy It Now' price of \$155.00. The bottom result is for the 'Stillorgan Park Hotel' at \$139 per night, with a 'Click Here' button.



### Find Out More

To learn more about the W3i Application Network and how you can increase revenue, distribution, and engagement for your applications, contact Jon Coudron at [jon.coudron@W3i.com](mailto:jon.coudron@W3i.com) or call toll free 1-877-257-7025, x 7613.