

If you're having trouble viewing this email, you may [see it online](#).



App Marketing Insights
For Advertisers and Developers of Consumer Applications



August, 2011



[Responding to developers' needs, W3i MAAP opens new revenue/distribution streams](#)

[15 Essential App Marketing Resources You Need To Read](#)

[Optimizing Your Mobile Game - How to Introduce Currency in a Virtual Economy](#)

[What You Need to Know About Behavioral Targeting for Mobile Ads](#)

From the W3i Blog

Breaking News



Feature Article Written by:
Ryan Ruud
Public Relations Manager

W3i's Melissa Johnson on the idea behind its Mobile App Ad Platform

[view article](#)

Responding to developers' needs, W3i MAAP opens new revenue/distribution streams

The W3i mobile app platform merges the power of free app promotions with mobile display advertising.

[view article](#)

15 Essential App Marketing Resources You Need To Read

If you've been reading the W3i blog over the past few months, you've probably noticed that we've been working extra hard to publish insightful posts aimed at sharing our knowledge on all things app marketing.

[view article](#)

Optimizing Your Mobile Game - How to Introduce Currency in a Virtual Economy

In the app business, the biggest challenge is keeping existing consumers happy and coming back for more. [view](#)

Meet with W3i

Games Developer Conference
Cologne Germany, August 15-17

Affiliate Summit
New York, August 21-23

From our Partners

SPECIAL OFFER FROM W3i



Regular price \$ 69.99
NOW \$41.99
Windows Vista/XP/7.

40% Off

BUY NOW

[article](#)

From Across the Web

What You Need to Know About Behavioral Targeting for Mobile Ads

Behavioral targeting adds value to the return on advertising by identifying relevant users for advertisers and making the spend more effective.

[view article](#)

Symantec
Can You Trust That App?
[Read More](#)

Contact W3i

info@W3i.com
1-855-W3i-APPS

1900 Medical Arts Avenue South | Sartell, Minnesota 56377 USA

This email was sent to jess.lahr@w3i.com. To ensure that you continue receiving our emails, please add us to your address book or safe list.

[update](#) your information | [opt out](#) using TrueRemove®

