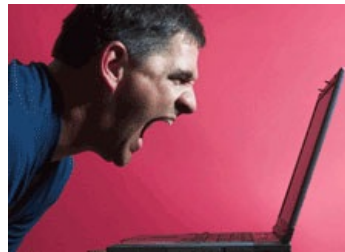


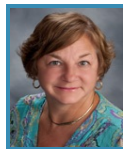
February, 2010

**In This Edition:**

- [Don't Overlook Desktop and Browser App Marketing](#)
- [W3i Advertisers, Publishers, and Affiliates Can Now Access Robust Data](#)
- [How the Evolution of Software Bundling has Affected Software Distribution, and How to Apply to Your Application Business](#)
- [Criteria to Select a Browser Add-On Distribution Channel](#)
- [Our Favorite Online Consumer Apps](#)



**W3i News**



Feature Article Written by:  
Deborah Manthei  
Director of Marketing Communications

**Don't Overlook Desktop and Browser App Marketing**

The media buzz is focusing on mobile app marketing, but marketers would be greatly amiss if they overlook marketing with desktop and browser apps. The internet already reaches 74% of the U.S. population...

[Full Story](#)

**W3i Advertisers, Publishers, and Affiliates Can Now Access Robust Data**

W3i announced that its advertisers, publishers, and affiliates can now access more data for better decision making. The W3i Associate Reporting Dashboard offers close to real-time business intelligence data, including graphs for visual monitoring. Publisher and affiliate stats include...

[Full Story](#)

**How the Evolution of Software Bundling has Affected Software Distribution, and How to Apply to Your Application Business**

The blogosphere is covered with posts that would have us believe that desktop applications and software are already dead (cloud, mobile, SaaS); however, retail sales for desktop applications and software are a multi-billion dollar industry...

[Full Story](#)

**Criteria to Select a Browser Add-On Distribution Channel**

It might surprise you to know that the average add-on in the Firefox Gallery received about 100,000 installations. It might surprise you even more to know that the average application in the W3i Application Network received 1 million installations (850% more)...

[Full Story](#)

**Our Favorite Online Consumer Apps**

**WeatherBug**

Include severe weather alerts on your taskbar.

[Get Download](#)

**Jackpot Rewards**

Win Big. Save Big.

[Get Download](#)

**Follow W3i**

[W3i on Twitter](#)

[Join our AppNet LinkedIn Group](#)

**Consumer Application Trends**  
ClickZ feature articles

**Five Application Marketing Trends**  
January 26, 2010

By: Rob Weber, Co-Founder of W3i

It's a dynamic time for application marketing. As a new columnist for ClickZ, I plan to focus on application marketing strategies across multiple platforms. The objective of my column is to share insights for digital marketers that have hit a wall with conventional marketing tactics and want to engage their audience with applications. If there are any specific topics you would like me to delve into, please drop me an e-mail [here](#) or on Twitter at [@robertjweber](#).

[Full Story](#)

**W3i Tech Talk**

**How Service Oriented Architecture (SOA) Can Benefit Software Businesses**

At a high level, the concept of Service Oriented Architecture (SOA) is fairly straight forward. This is to say that most people would agree on the concepts and principles behind it. However, as you dive deeper into the detailed aspects of delivering a system based on SOA, it can begin to mean different things to different people. In this article, let's take a look at concepts of SOA, examine some of the business benefits, and attempt to come up with an "elevator speech" definition for SOA.

[Full Story](#)

**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

