

February, 2011

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**\$ 5,000 Marketing Fund
Up for Grabs**

PLUS

\$500 Free Ad Credit for All Attendees
Attend: Why the Freemium Model is Kicking A\$\$

3-4pm - Thurs, March 3rd
Room 309, South Hall

Must be in Attendance to WIN!

App Marketing Insights



Feature Article Written by:
Rob Weber
Vice President of Business Development

[Mastering Freemium Game Mechanics Series, Why Now](#)

A new study published this week by analytics firm Localytics reminds app developers just how important creating insanely great experiences for users is and shines the light on user retention.

[Full Story](#)

[App Engagement More Important Than Ever, Steps You Can Take Today To Retain Users](#)

So you have an app. Is it great? I mean, really great? Does it provide an insanely great experience? It should.

[Full Story](#)

[The Superbowl Effect, Impact On Web Traffic Inside the W3i Network](#)

What impact does that have on web traffic when, allegedly, most America is glued to the tube? The results may surprise you.

Favorite Apps

- Groupon
[Get App](#)
- Springpad
[Get App](#)

W3i About Town

Meet W3i at Affiliate Summit West In Las Vegas January 9-11, email joan.jones@W3i.com for an appointment.

Looking for increased revenue or distribution for your consumer application?

Dolphin Play reaches #10 in the App Store on Feb 12th as a result of W3i's promotions. Learn more on how W3i can take your iOS app to the top.

Need new ideas for iOS app marketing? Meet with W3i at GDC, GDC Smartphone Summit Sponsor Feb 28-Mar 1, 2011 San Francisco. Contact thomas.heitz@W3i.com to set up a time.

Attend Why the Freemium Model is Kicking A\$\$, Speaker Rob Weber, VP & Co-founder W3i GDC Monetization Session Esplanade

[Full Story](#)

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. Click on the link below to find out more.

[Full Story](#)

Room 309 March 3rd from 3-4 pm

Minnesota Tech News

The Advantages of Starting & Growing in Greater Minnesota (Part 1 of 3) [Read more](#)

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