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App Marketing Insights
For Advertisers and Developers of Consumer Applications



June, 2011



[With More Than 150,000 Active Users, FlipToast Says THANKS with Giveaways Galore](#)

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Breaking News



Feature Article Written by:
Ryan Ruud
Public Relations Manager

[Using Social Disincentives as a Strategy for User Retention](#)
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With More Than 150,000 Active Users, FlipToast Says THANKS with Giveaways Galore

FlipToast, the original desktop application that instantly serves up your Facebook experience and gives users the freedom to do other things has passed more than 150,000 active users.

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The Big Business of Tiny Apps

If you've spent time on any of the major app stores lately, you've probably noticed that the little guys are getting a lot of respect.

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Android vs iOS: A side by side look at freemium gaming on both platforms

Everywhere we go we read about the battle between Android and iOS. It's simply impossible to get away from the conversation of which platform is better, where's the

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