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**App Marketing Insights**  
For Advertisers and Developers of Consumer Applications



May, 2011



[iPhone/iPad app business: the road to the Emerald City, tips and strategies for success](#)

[6 Tips to create captivating app trailers](#)

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From the W3i Blog

Breaking News



*Feature Article Written by:*  
Ryan Ruud  
Public Relations Manager

### iPhone/iPad app business: the road to the Emerald City, tips and strategies for success

Ryan Ruud, Public Relations Manager from W3i provides tips and strategies for iPhone/iPad apps.

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### 6 Tips to create captivating app trailers

Done right, app trailers, can really heighten the anticipation factor prior to an app's big release.

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### Calculating lifetime values of freemium gamers

When attempting to calculate retention rates there are a variety of different ways to drill into the data and group users. [view article](#)

The PG.biz Mobile Gaming Mavens debate the future of social mobile platforms [view article](#)

The PG.Biz Mobile Gaming Mavens discuss how to make a successful iOS game [view article](#)

Meet with W3i

Social Gaming Summit  
Berlin, Germany May 25-26

Tech Crunch Disrupt  
New York, NY May 23-25

Partner Spotlight

**Symantec**  
Top 10 Tech Security Strategies

From Across the Web

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## To app or not to app? Branded apps drive user relationships

Fifty percent of mobile phone owners in the United States will have a smartphone by the end of 2011, predicts Nielsen.

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