

February, 2009

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How Offering Your Online Games for Free Can Increase Your Revenue - Alternatives for Game Marketing

By offering your online games for free, you can increase revenue. Sound like an irony? If 2% of your users actually convert to paying for your game with a trial offer, you left money on the table...

[Full Story](#)

How Publishers Can Win with Micro-Publishing

The Cardinals are competing for the NFL title for the first time in over sixty years, by winning one game at a time, as they strive for the Super Bowl title. Software Publishers utilize Micro-Licensing one user at a time to increase conversions and revenue for their software...

[Full Story](#)

Looking at Your Website from the User's Perspective

To earn user trust then, e-businesses must design their website from a user's viewpoint. Here are eight questions you should consider when designing your website...

[Full Story](#)

MinneDemo Creating a Buzz for Twin Cities Tech Start-Ups

On February 6th, several hundred high tech entrepreneurs connected at an event called MinneDemo. The conference provided a chance for high tech start-ups from the Twin Cities and the broader state of Minnesota to network and to show off their cool new technology...

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Our Favorite Sites

Check your mail and watch movies online, without ever having to leave your gaming session

About W3i Download Network

Increase revenue from your digital content by using the W3i Download Network (WDN). WDN utilizes the proprietary installation system, InstallIQ™, increasing revenue by allowing consumers to choose additional high-demand software in a secure, transparent environment. WDN ensures speed to market by leveraging W3i's expertise in distributing digital content, reporting systems and business relationships. InstallIQ™ is the first installation system to be certified by the TRUSTe Trusted Download Program and ensures continual Internet compliance.

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About Us

W3i, owner of [Freeze.com](#) delivers proven, integrated desktop marketing solutions. With solutions tested and optimized on over 200 million installs - currently 4.2 million installs monthly, W3i can increase revenue and traffic for downloadable software, applications and digital content or provide a receptive consumer base for customized, targeted distribution programs. W3i's solutions utilize Install IQ, a proprietary download manager and installation system developed by W3i. Install IQ is the first installation system to be certified in the TRUSTe Trusted Download Program. To learn more about W3i, visit www.W3i.com.

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