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## How to Select a Windows Installer from a Marketing Viewpoint

One of the weaknesses of desktop software installers is usability. They interrupt what should be a consistent, user-friendly web-site or application design. Learn about challenges, opportunities, and tools so that you can...

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## A Final Four Showdown Comparing the Most Innovative Windows Apps

In the spirit of the Final Four tournament that played out this past Saturday, W3i broke down the apps that make up their Elite 8 for innovation and let them battle it out for the national championship...

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## Case Study: Utility Software Company Increases Revenue with W3i's Download Network

W3i's Download Network delivered the additional cash needed for MicroSmarts, SpeedItUp, to increase its marketing and product development to get it back into a growth stage...

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## W3i Named Among Upshot50's Leaders in Marketing Technology

Being named to the Upshot50, W3i is recognized among the ranks of innovative marketing companies like Omniture, Adfusion and PRWeb...

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## Our Favorite Windows Apps

Manage all your existing IM, email, and social networking accounts from one easy-to-use application.

[Get Download](#)

Time to relax. Games with a difference.

[Get Download](#)

## 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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