

July, 2008

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Ad-Supported Installer Drives Additional Revenue

It was only a matter of time before the ad-supported business model found a new niche. First there were ad-supported web apps like Google Docs, which offers users a free web-based word processor and spreadsheet. Then came ad-supported software. Spiceworks grew to over 200,000 users in 12 months with revenue climbing 900% with their ad-supported IT Desktop software. In the UK, Blyk grew to over 100,000 members in six months with 29% response rates to ads with their free, ad-supported mobile network. The latest evolution in this quid pro quo business model is ad-supported installs...

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W3i Joins Right Media Exchange

W3i, provider of integrated desktop and mobile marketing solutions, announced today that it has joined the Right Media Exchange. W3i will leverage the Exchange to optimize its ad impressions and user-acquisition budget...

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A Jolt For Social Applications

The contact system behind Yahoo! Mail, Yahoo! Messenger, and Yahoo! Go is now available to developers, thus enabling social applications to further simplify their social applications for users...

[Full Story](#)

Some of Our Favorite Marketing Sites

Size up your competition. Get competitive metrics.

<http://www.compete.com/>

Site stats at your mouseclick. Know your audience.

<http://www.quantcast.com/>

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.

[Learn more](#)

[Request a Demo »](#)

About Us

W3i, owner of Freeze.com and My.Freeze.com, delivers proven, integrated desktop and mobile marketing solutions. With offers and services tested and optimized on over 15 million unique users each month, W3i can increase your revenue from digital content or provide a receptive consumer base for customized, targeted marketing programs.

[Learn more](#)