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## Raising the IQ of Widget Marketing

The allure of the web widget is simple and seductive - the power of technology connecting millions of users with a marketer's brand. Unfortunately, beneath the luster of massive scale widget marketing lies a costly truth some marketers aren't prepared to face: depleted budgets with no intelligent ROI because of costly distribution fees... [Full Story](#)

## W3i Sells Ringtone.com to Atrinsic

W3i, provider of integrated desktop and mobile marketing solutions, announced Tuesday the sale of Ringtone.com and its assets to New Motion, Inc., doing business as Atrinsic, a premier Internet media and mobile entertainment company... [Full Story](#)

## 34% Increase in EPC... Tips to Improve Your Landing Pages

W3i Marketing Lab: The average conversion rate on a search, pay per click landing page is only 3.9% according to MarketingSherpa (MarketingSherpa's Landing Page Handbook). That's a lot of wasted money on clicks not generating any revenue! See how our first test resulted in a 34% increase in EPC (earning per click) and a 41% increase in downloads... [Full Story](#)

For more information about increasing your revenue using Install IQ, [click here](#).

## Some of Our Favorite Marketing Sites

A One Stop Shop for Web 2.0  
<http://www.go2web20.net/>

Find Out Who's Blogging About Your Company  
<http://www.blogpulse.com/>

Your feedback, in our short survey, is greatly appreciated.

[Click Here to participate](#)

## 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](#)

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