

September, 2009

- [Increase Landing Page Performance by 162% using Google Website Optimizer: A W3i Case Study](#)
- [Does the Number of Ads in Your Application Affect Conversions?](#)
- [Looking for Cues: Targeting without Personally Identifiable Information](#)
- [W3i Launches New Corporate Website](#)
- [Our Favorite Windows Apps](#)



W3i News

Increase Landing Page Performance by 162% using Google Website Optimizer: A W3i Case Study

What happens when you combine the strength of Google Website Optimizer Multivariate testing capabilities with InstallIQ's proprietary Experimentation Platform? That's what we wanted to know...

[Full Story](#)

Does the Number of Ads in Your Application Affect Conversions?

How are application installation rates impacted if multiple application ads are presented in the installer? This is a question that is frequently asked by application publishers when they consider...

[Full Story](#)

Looking for Cues: Targeting Without Personally Identifiable Information

Without PII, how does demographic targeting work on the internet? Therein lies the challenge. At W3i, we employ a large amount of secondary research to determine information on personas, with regards to...

[Full Story](#)

W3i Launches New Corporate Website

Check out W3i's new corporate website. Our goal was to clarify

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Just one multivariate test lifted conversions by 162% for W3i's Profile Pimp - but how?!

Join Peter Novotny, W3i's Manager of Marketing, and Chris Goward, WiderFunnel CEO, and get an in-depth look at the intricacies of designing and executing a multivariate test - and achieve outstanding results for your own website.

When: 9/23/2009 2-3pm ET / 11am-12pm PT

Cost: Free - But Reservations Required*

[Register Now »](#)

* Limited Offer - Only 100 seats Available

Looking for increased revenue or distribution for your Windows Application?

Increase revenue or distribution for your Windows application by joining W3i's Application Network. W3i's Application Network uses the demand for Free/Trial Applications to promote additional value-

our message. Let us know what you think, and how we can improve!

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Our Favorite Windows Apps

Carbonite

Now everyone can survive a computer disaster.

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PriceGong

All about saving you time and money when you shop online.

[Get Download](#)

added applications during the installation process when the user is in the download mindset. W3i's Application Network utilizes InstallIQ™, a proprietary Windows installer and download manager. InstallIQ™ is the first installation system to be certified by the TRUSTe Trusted Download Program.

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