

November, 2008

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Increase Repeat Traffic with a No Cost Content Delivery Network - VibeFire

Publishers require the ability to extend their reach to existing users in an engaging and timely way that keeps their content top of mind. VibeFire, through its dual offering of immediate alerts and stored messages via a browser, allows the user to view publisher content in a way that is effective for both...

[Full Story](#)

Choosing Your Search Engine Marketing Path - Part 2

After reading part 1 of "Choosing Your Search Engine Marketing Path" you should have a good idea of some high level preliminary questions to ask yourself before choosing a search management vendor for your company. As promised, in part two we will dive deeper into some areas to help you get the most out of your choice...

[Full Story](#)

The Next Frontier: Advertisements Supporting Applications

The big guys all seem to agree that using advertisements to support user's time spent outside of the browser is a good idea. For example, back in April 2006, Microsoft acquired in-game advertising pioneer, Massive Inc., for what was rumored to be \$200 to \$400 million...

[Full Story](#)

Our Favorite Marketing Sites

If you have any product management responsibilities, check out these two sites:

[Pragmatic Marketing](#)

[Silicon Valley Product Group](#)

Looking for more creativity? This will get your right brain humming:

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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