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## W3i White Paper: Turning the Desktop or Browser Into an Online Traffic and Revenue Machine

The high cost of search advertising and ineffectiveness of display advertising open the door to alternative marketing tactics. Historically, interactive marketers spend most of their online marketing budget on advertisements that appear after an Internet user opens their browser and visits a website...

[Full Story](#)

## Inside Pitch: Break through the clutter, try indirect advertising

For over eight years W3i has built its business by creating solutions that increase revenue and traffic for downloadable Internet content. By joining the W3i Download Network W3i enables partners to join forces in their marketing efforts for their Internet content...

[Full Story](#)

## Loyalty Marketing: New technology working for loyalty marketers

"I attended a new marketing conference in Orlando earlier this week called 'Loyalty Expo'. Did you know there is a whole segment of the marketing world just focused on loyalty marketing?" ...

[Full Story](#)

## Our Favorite Marketing Sites

Everything You Need to Know About Tags

<http://Keotag.com>

Ever Wonder About Your UserName?

<http://usernamecheck.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](#)

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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](http://www.W3i.com).

[Learn more](#)