

November, 2009

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W3i News



Feature Article Written by:
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Product Manager

Application Distribution and Business Models: A Survey

W3i just wrapped up its first, of what will intently be annual, B2B Market Survey. Our goals were to improve our understanding of the Windows Application Market and its...

[Full Story](#)

Why Shopping Add-Ons (and Installed Applications) Are So Useful

I use a couple of different browser add-ons which provide me with timely shopping related information while I am browsing the web...

[Full Story](#)

Guidelines Concerning the Use of Endorsements: An Overview

Recently the FTC published its guide on endorsements to address the application of Section 5 of the FTC act, which prompted some confusion and questions...

[Full Story](#)

Top Application Trends from ad:tech New York

New York is exhausting compared to central Minnesota, but I love the passion for Internet marketing one finds at ad:tech. It always regenerates me...

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About Us

W3i provides revenue, distribution, and engagement opportunities for Windows Applications. With solutions tested and optimized on over 300 million installs - currently over 9 million installs monthly, W3i can increase revenue and distribution for downloadable software, applications, and digital content; or provide a receptive consumer base for customized, targeted distribution programs. To learn more about W3i, visit <http://www.w3i.com>.

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