




November, 2011



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Grow Your App Business with W3i.

ad:tech new york
November 8-10, 2011

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From the W3i Blog

Breaking News



Feature Article Written by:
Jessie Golombiecki
Marketing Specialist

Use the Power of Heatmaps to Optimize Images

Have you ever wondered how your user interacts with your website or application? We implemented functionality to capture click events throughout the installation process and then compiled that data into heatmaps.

[view article](#)

W3i Suggests iOS Developers Use MAC Address As UDID Replacement

Mobile app monetization and distribution network W3i is announcing the results of its tests to determine whether or not an iPhone's MAC address can serve as a replacement to the UDID (the unique device identifier), which Apple is phasing out as a way for developers to track an app's users.

[view article](#)

MEDIA ADVISORY: SEGA Goes Completely Bananas with Free Versions of Super Monkey Ball 2 and Streets of Rage 2 for iOS

"SEGA® of America, Inc. today announced that they are offering two of their best-selling iPhone® and iPod® touch titles for free during AppAllStar's Champion Week in a pair of one-day-only special events. [view article](#)

Meet with W3i

AdTech New York
November 8-10

IGDA Twin Cities
November 9 5:00 PM
Come hear Aaron Bannin present an overview of freemium games!

AppNation San Francisco
November 30-December 1

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Landing Page Relevance – The New Player in Google's Quality Score

With Google putting more weight on landing page relevance, it is now more important than ever for you to optimize your landing pages for improved AdWords Quality Scores. [view article](#)

From Across the Web

Tips on Growing Your App Business Using Actionable Insights

I just returned from the GDC Online (Game Developers Conference) in Austin, TX, and found many of the sessions focused on data and how to use it to grow an app business. Here are some examples of how you can use your data for actionable insights that will have a major impact on your app business.

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From our Partners

Symantec

Is Someone Hacking Your Phone?

By Todd Wasserman

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