



October, 2011



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Growing Your Game Business the Dolphin Way with Rob Weber

Tuesday October 11th at 1:30 PM @ GDC Online, Austin TX

Pocket Gamers/W3i's GDC Party! Monday October 10 at 6:30 PM Pure Ultra Lounge

From the W3i Blog

Breaking News



Feature Article Written by:
Oren Todoros
Consultant

5 App Services Developers Would Have To Be Silly Not To Use

It boggles my mind every time I talk to developers who spend weeks defining their app concept and marketing strategy, but haven't put any thought into how they're going to be tracking and analyzing their app's usage and success.

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How to Get Users to Install and USE Your App

Were you ever annoyed by an apps messaging or couldn't determine any value so uninstalled it? Make sure users don't uninstall your application by asking the following questions putting yourself in their shoes...

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Retail Brands Betting Big on Mobile Apps

With more and more retail shoppers using their mobile devices to find product information, compare prices, get advice from online friends, receive coupons and, not to mention, make actual purchases on the go, is it any wonder that many brand names in the retail industry are

Jon Jordan from Pocketgamer.biz, September 2011

"As can clearly be seen, the biggest traffic source boiled down to provide 6.22 percent of active users, while the second biggest source was the worst performing, being three times less effective. The third largest traffic source was the best however, being 13 times more effective than the second biggest source." [view article](#)

Meet with W3i

GDC Online Austin TX October 10-13

Attend Rob Weber's session:
Growing Your Game Business the
Dolphin Way Tuesday October 11th
at 1:30 PM

Don't miss - Pocket Gamers/W3i's
GDC Party! Monday October 10 at
6:30 PM Pure Ultra Lounge

AdTech New York November 8-10

IGDA Twin Cities November 9 5:00 PM

Come hear Aaron Bannin present an
overview of freemium games!

scrambling to dominate the mobile shopping experience?
[view article](#)

From Across the Web

How Android Holds Up Against iOS - Part 2

In part one in this two-part series, we focused on how the iOS operating system impacts user acquisition for apps. In part two, we'll explore how the Android operating system impacts user acquisition for apps.

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Symantec

Why You Should Separate Your Social Network Contacts

By Abbi Perets

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