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**App Marketing Insights**  
For Advertisers and Developers of Consumer Applications



# September, 2011



[How understanding traffic quality proves incentivized traffic is MORE valuable than organic](#)

[The viralization of mobile apps - Beyond a physical experience](#)

[Experimenting beyond paid app downloads](#)

[How user acquisition differs based on operating system: iOS vs. Android](#)

## From the W3i Blog

## Breaking News



*Feature Article Written by:*  
Matt Tubergen  
Product Manager

W3i looks to grease freemium's wheels with launch of Games Platform framework  
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### How understanding traffic quality proves incentivized traffic is MORE valuable than organic

The W3i team has been working closely to analyze and understand the REAL value of users based on traffic source.

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### The viralization of mobile apps - beyond a physical experience

When it comes to the online world, the concept of viral marketing is very well established and centers mostly on Facebook, email, Twitter and other social media channels.

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### Experimenting beyond paid app downloads

Let's assume for a moment that you've done the seemingly impossible, you've thought about a one-of-a-kind app idea that everyone needs right now. [view article](#)

## Meet with W3i

360 iDev Conference  
Denver CO, September 11-14

BUILD Conference  
Anaheim CA, September 13-16

GDC Online  
Austin TX, October 10-13

## From our Partners

Symantec  
Social Networks: Safe for Kids?  
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Contact W3i

## From Across the Web

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1-855-W3i-APPS

### How user acquisition differs based on operating system: iOS vs. Android

The smartphone war is heating up, and although it is still unclear where Windows Phone, BlackBerry, and Web OS will eventually fit into the crowded mobile operating system market, it is very clear that iOS and Android are the market share leaders.

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