

May, 2010

New iPhone App Business Coming Soon
Stay tuned to W3i for details

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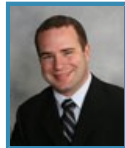


Yahoo Case Study
W3i Improves Ad Revenues with Yahoo Toolbar

W3i and Yahoo partner to monetize search ads and optimize user experience.

[Yahoo's Full Case Study](#)

News



Feature Article Written by:
Robert Weber
Vice President of Business Development

App Store SEO Tactics Differ from Google Search

Top search engine placements aren't usually accidental. There remains a certain mystery related to how apps are ranked in Apple's App Store search results. Since Apple isn't sharing search data, it is difficult to gauge what users are searching for within the App Store. That's why App Store and Google SEO tactics differ. Check out the full article to gain tips and insights for getting high search placement for your iPhone apps.

[Full Story](#)

App Exchange at Ad:Tech SF Highlights Innovation in Mobile Apps

Online marketers have much to gain by attending an Ad:Tech conference. This year one of the expo floor presentations, App Exchange, gave developers a platform to promote their mobile applications and showcase innovations in app development. One of our W3i representatives was privileged to catch the presentation and highlight a few exciting apps making a splash in the mobile application space. Read the full article to find out more.

[Full Story](#)

How to Land an Early Stage Tech Investor Using Key Measures

Have a start-up, looking for investors, or know someone who is? This article is a must read. Learn how to land an early stage tech investor from someone who knows - a successful private angel investor for music, game, and mobile tech start-ups.

[Full Story](#)

Consumer Application Trends
ClickZ feature articles

Tips for Successful Online Application Promotions

Published by ClickZ April 20, 2010
Rob Weber, Co-Founder of W3i

W3i polled 33 mobile application marketers and developers to discover what type of advertising they are using. Are these advertising methods meeting app marketer demands? What other options are out there? What improvements might we see in future mobile advertising? Click on the link below to find out.

[Full Story](#)

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W3i Partner Focus

[W3i Application Network](#) partners are doing great things. Check out the latest news from this month's featured partner:

The Weather Channel

Application Network partner since April 2005. [The Weather Channel surpasses 10M iPhone app downloads.](#)

Tech Talk

Warning: Why You Need a Backup Plan

How would it feel to lose the precious pictures of your first born? How devastating would it be if your company lost its essential production databases? Plan for the worst, and you will be prepared if it happens. Read the full story to get some helpful tips on how to protect the data that is important to you.

[Full Story](#)

Looking for increased revenue or distribution for your consumer application?

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