

Working with ActionXL



**Getting Your Clients Into
the Mobile Marketplace**

Get Your Clients Into the Mobile Space



- Smartphone Growth
 - Android and iPhone growth
 - ✦ Forty-six percent of U.S. mobile subscribers now own smartphones, Nielsen reports.
 - ✦ Sixty percent of consumers who purchased a new mobile device during the fourth quarter selected a smartphone over a feature phone.
 - ✦ Looking at the U.S. smartphone market as a whole, Android powers 46.3% of devices, trailed by iOS at 30%.

1/18/12 FierceMobileContent.com

Mobile App Marketing Advantages



- Up close and personal
- Increased Brand Awareness
- Downloads = Impressions
- Click-Throughs + Site Conversion = Sales

12/7/11

Google announced that the Android Market has reached 10 billion app downloads globally, almost double the 6 billion it measured 6 months ago.

Google reported taking about 21 months to reach its first billion downloads. Android Market users now download over 1 billion apps per month.

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Existing Applications and Games



Generating Traffic Now

Your Client's Options With ActionXL



- Your Clients Can Buy an Existing App Without the Traffic
 - We include your client's art to create the splash page
 - We recreate the app with your client's name
 - We retain our version of the app
 - Your client pays one low fee for the app



Or



- **Your Clients Can Lease the Traffic**
 - We brand the app with your client's artwork
 - We submit the revised app as an upgrade
 - Your client gets the traffic we have developed
 - Your client pays a monthly fee based on impressions and click-throughs
 - We cap the monthly rate
 - When the client wants to stop, the app reverts to its original form, and we retain the traffic



Or



- We Create an Entirely New Application From Your Client's Specifications
 - We work from your design document
 - You supply the art work, logos, background, etc
 - We work together on the user interface, program design, features, and menus
 - All work is performed as work-for-hire

What Is Your Role?



- Simple Referral
 - We negotiate the fees with the client, and pay you an agency fee

Or

- You Become the General Contractor for Your Client
 - ActionXL acts as your Applications Development team
 - You negotiate the fee with your client (we submit a quote to you for our work)
 - You control the opportunity to create mobile versions of your client's web site
 - You negotiate any maintenance agreement or fees

Contact Us Today



You can contact us directly via email – joleary@actionxl.com

You can also reach us at (607) 319-4776 (8am - 5pm EST, Monday through Friday).

If you prefer snailmail, our address is ActionXL, 414 E. Upland Rd., Suite C, Ithaca, NY 14850