

# 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%.

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# 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](mailto:joleary@actionxl.com)

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

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