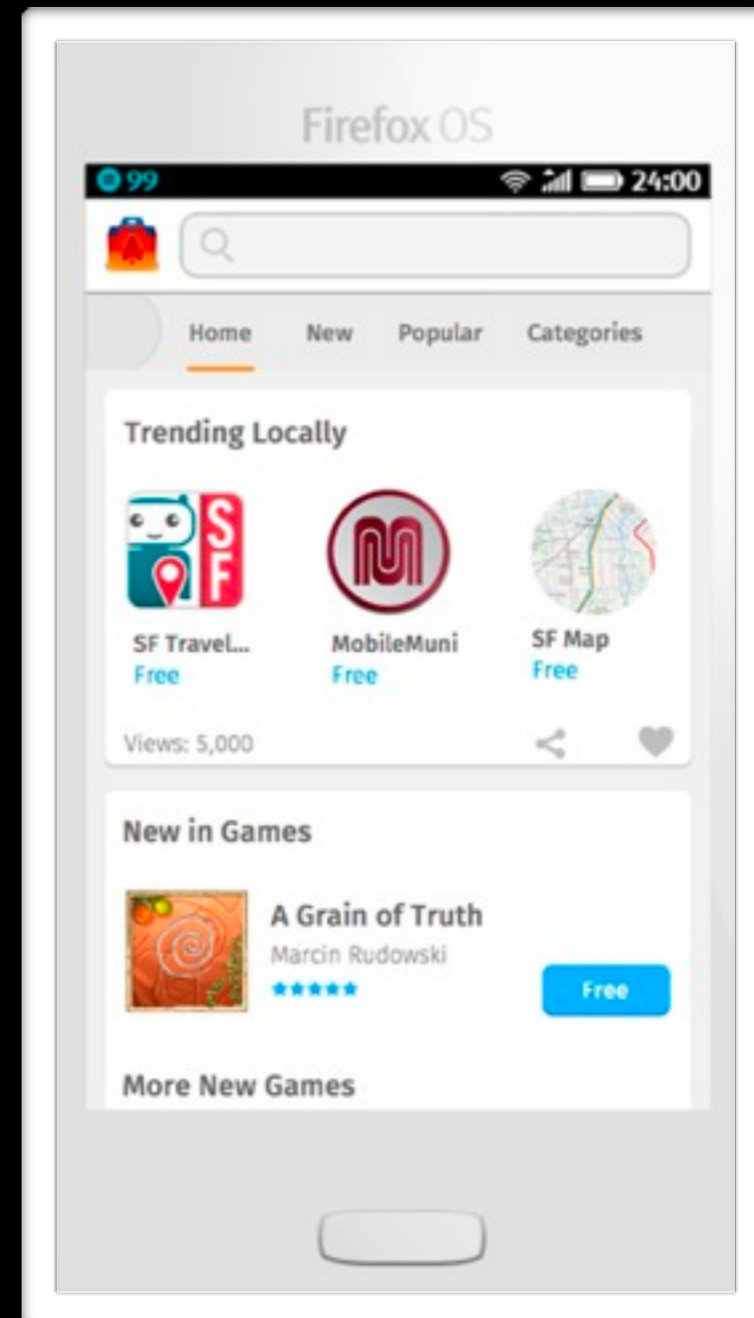


Marketplace Feed

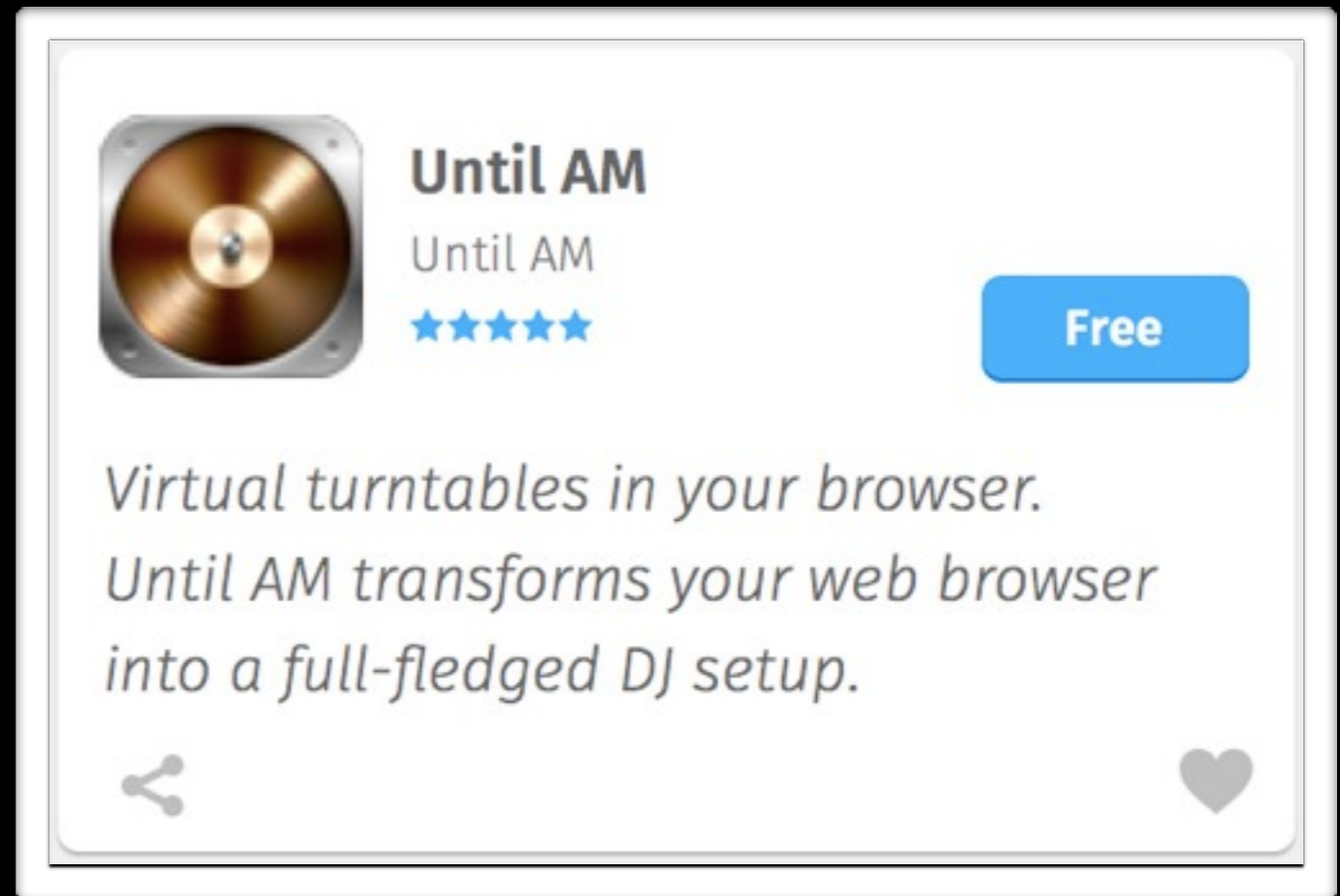
Overview of Editorial Content Types

- Custom Featured Apps
- Collections & Articles
- Editorial Brands (code name “nuggets”)
- Auto-generated



Custom Featured Apps

- Can feature single or multiple apps
- Custom copy blurb (optional)



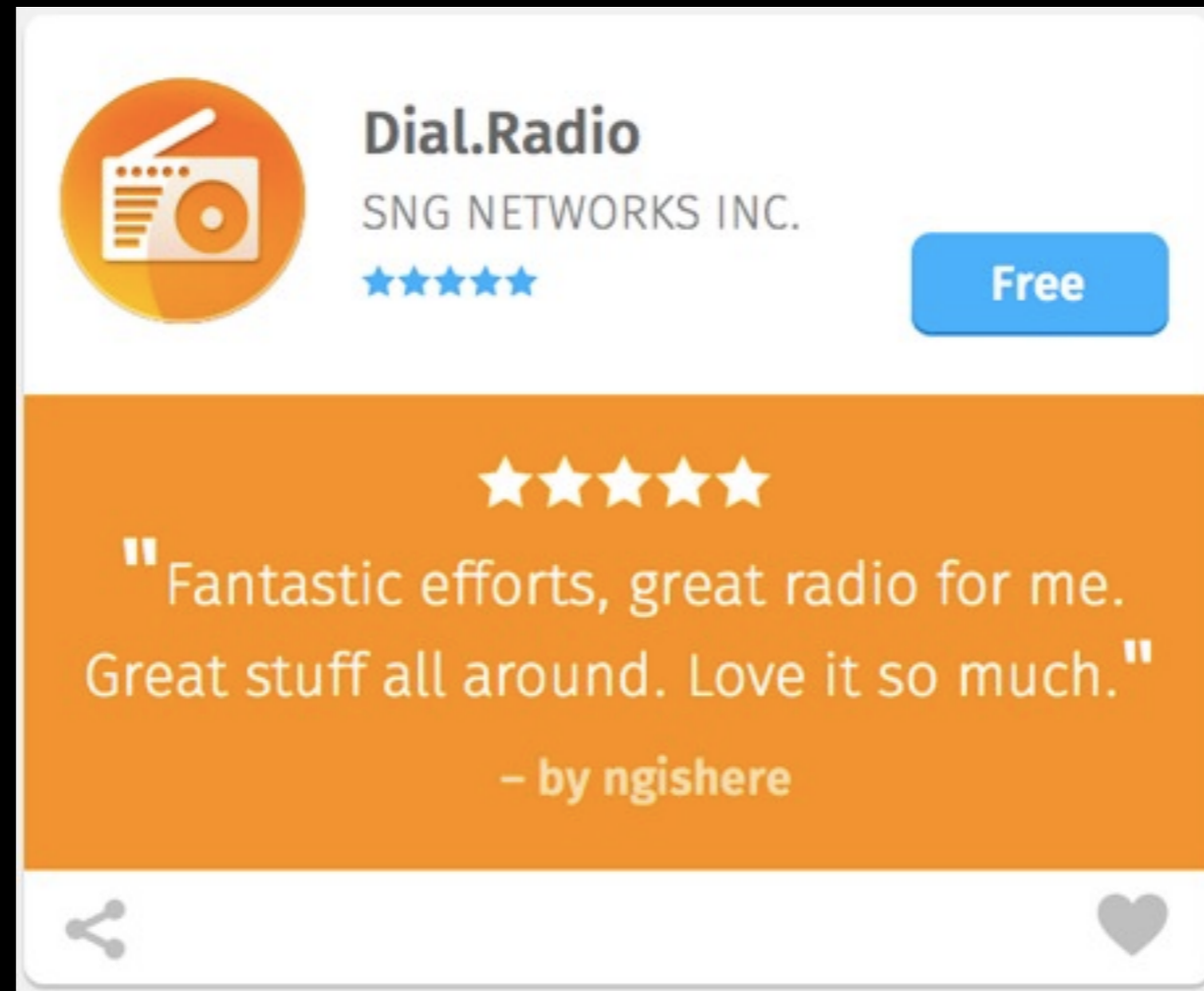
The screenshot shows a white app card with a thin grey border. On the left is a square icon of a gold vinyl record. To its right, the text 'Until AM' is displayed in bold, followed by 'Until AM' in a smaller font and five blue stars. A blue button with the word 'Free' is in the top right. Below the icon and text is a custom blurb: 'Virtual turntables in your browser. Until AM transforms your web browser into a full-fledged DJ setup.' At the bottom left is a share icon, and at the bottom right is a heart icon.

Until AM
Until AM
★★★★★


Free

*Virtual turntables in your browser.
Until AM transforms your web browser
into a full-fledged DJ setup.*

User Review Pull Quote



The image shows a user review for the Dial.Radio app. At the top left is the app's icon, a radio with a CD, inside an orange circle. To its right, the app name "Dial.Radio" is displayed in bold, followed by "SNG NETWORKS INC." and a five-star rating. A blue button labeled "Free" is positioned to the right of the app information. Below this, a large orange banner contains a five-star rating and a quote: "Fantastic efforts, great radio for me. Great stuff all around. Love it so much." The quote is attributed to "ngishere". At the bottom of the card, there are icons for sharing and liking.



 **Dial.Radio**
SNG NETWORKS INC.
★★★★★

Free

★★★★★

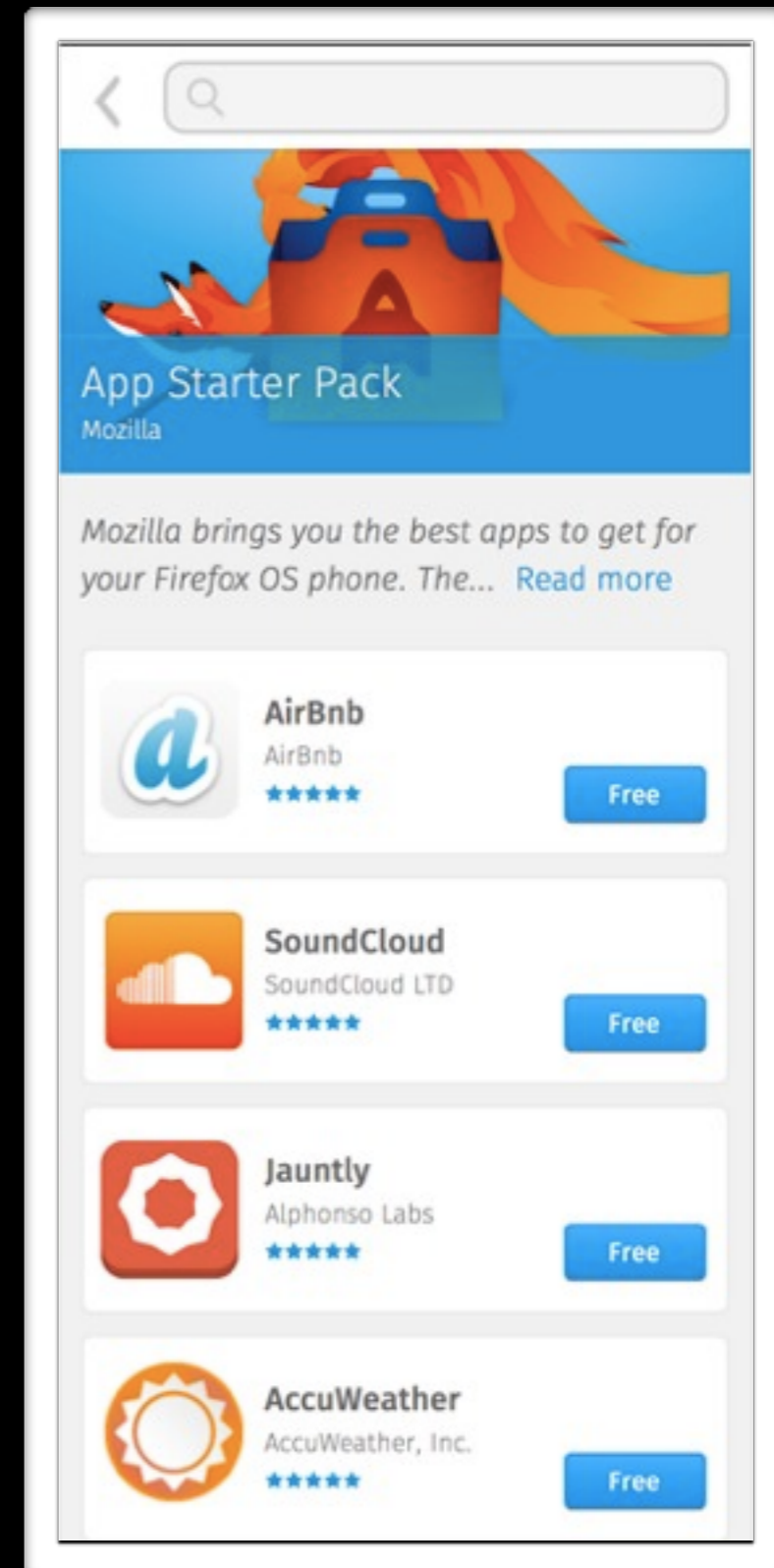
"Fantastic efforts, great radio for me.
Great stuff all around. Love it so much."

– by ngishere

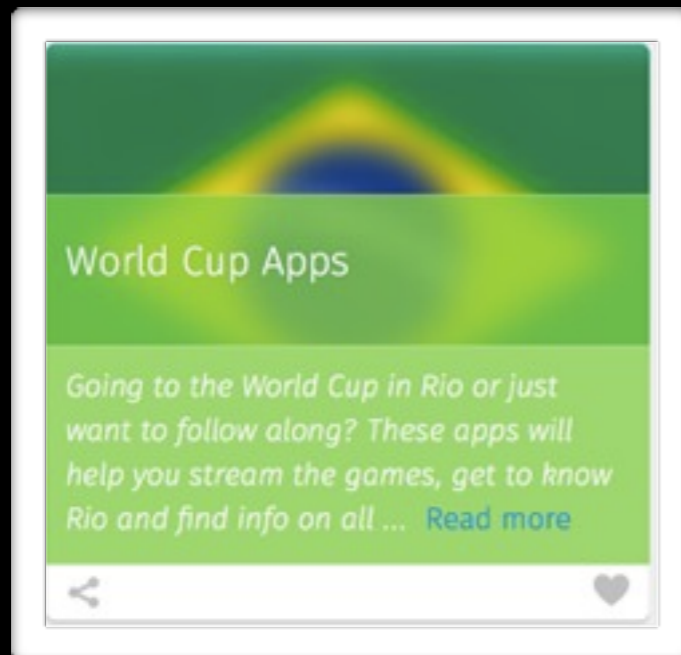
Collections & Articles

- **Standard collections** include a custom graphic, title, intro copy, and apps.
- **Mega-collections** also include manually crafted sub-categories
- **Articles** are functionally the same as collections, but with no custom graphic.

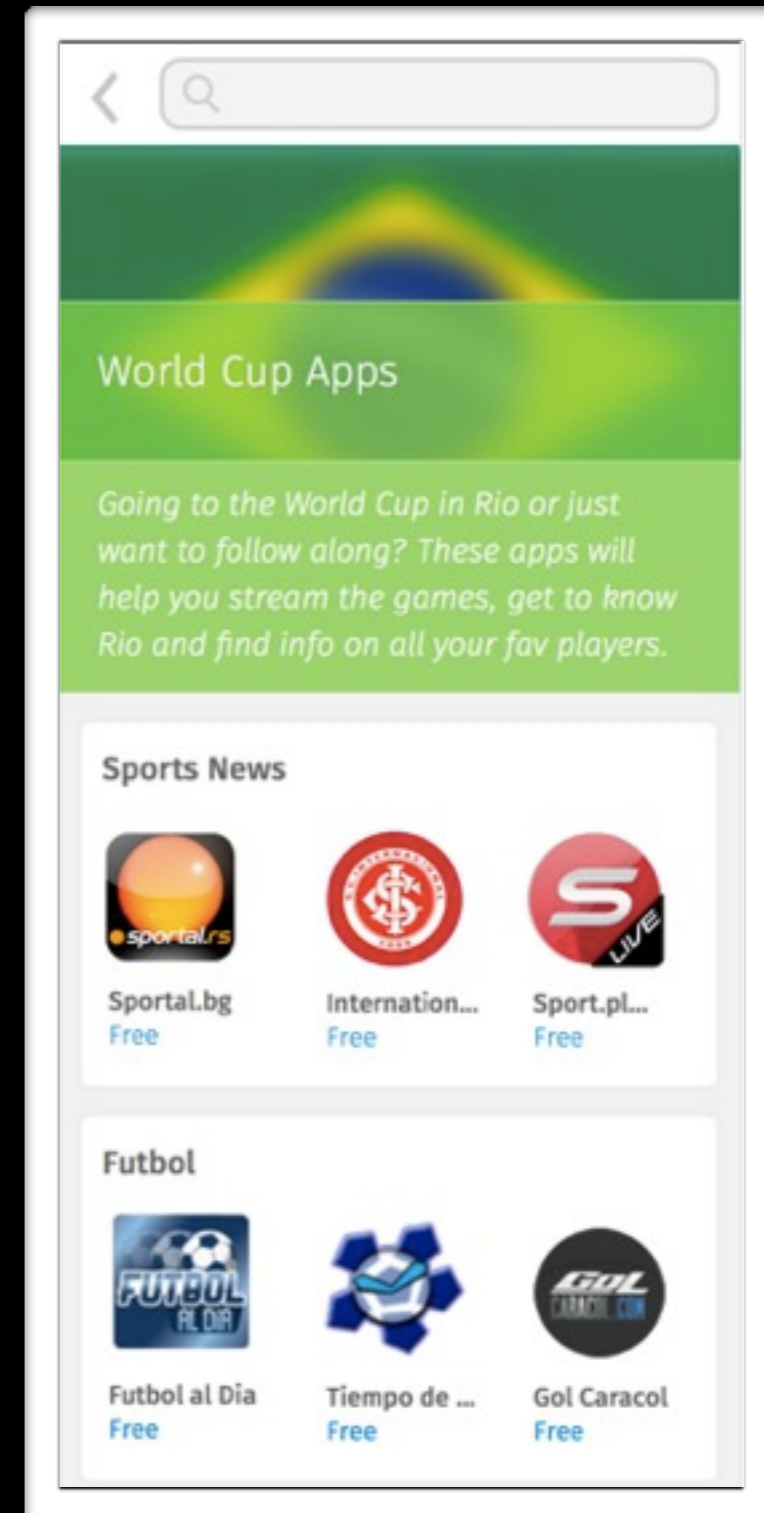


Collections & Articles

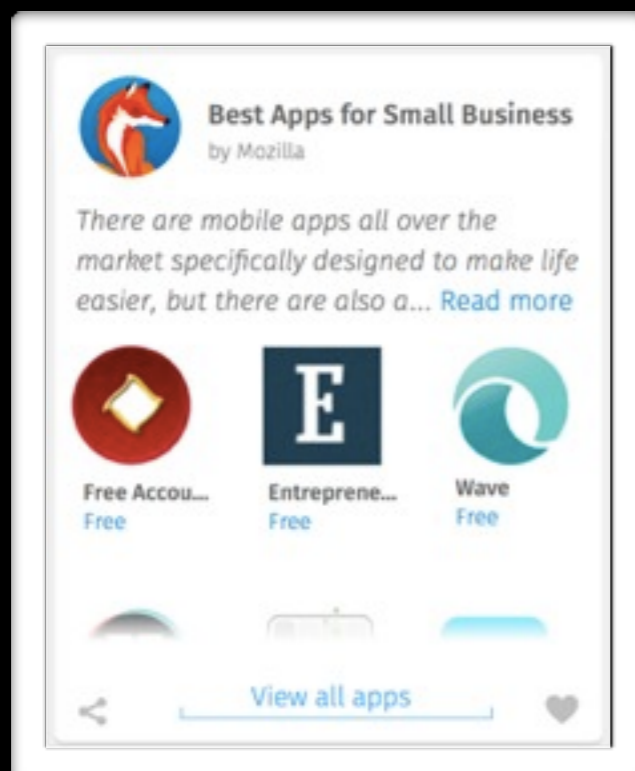
Mega-collection in Feed



Mega-collection landing page (partial view)

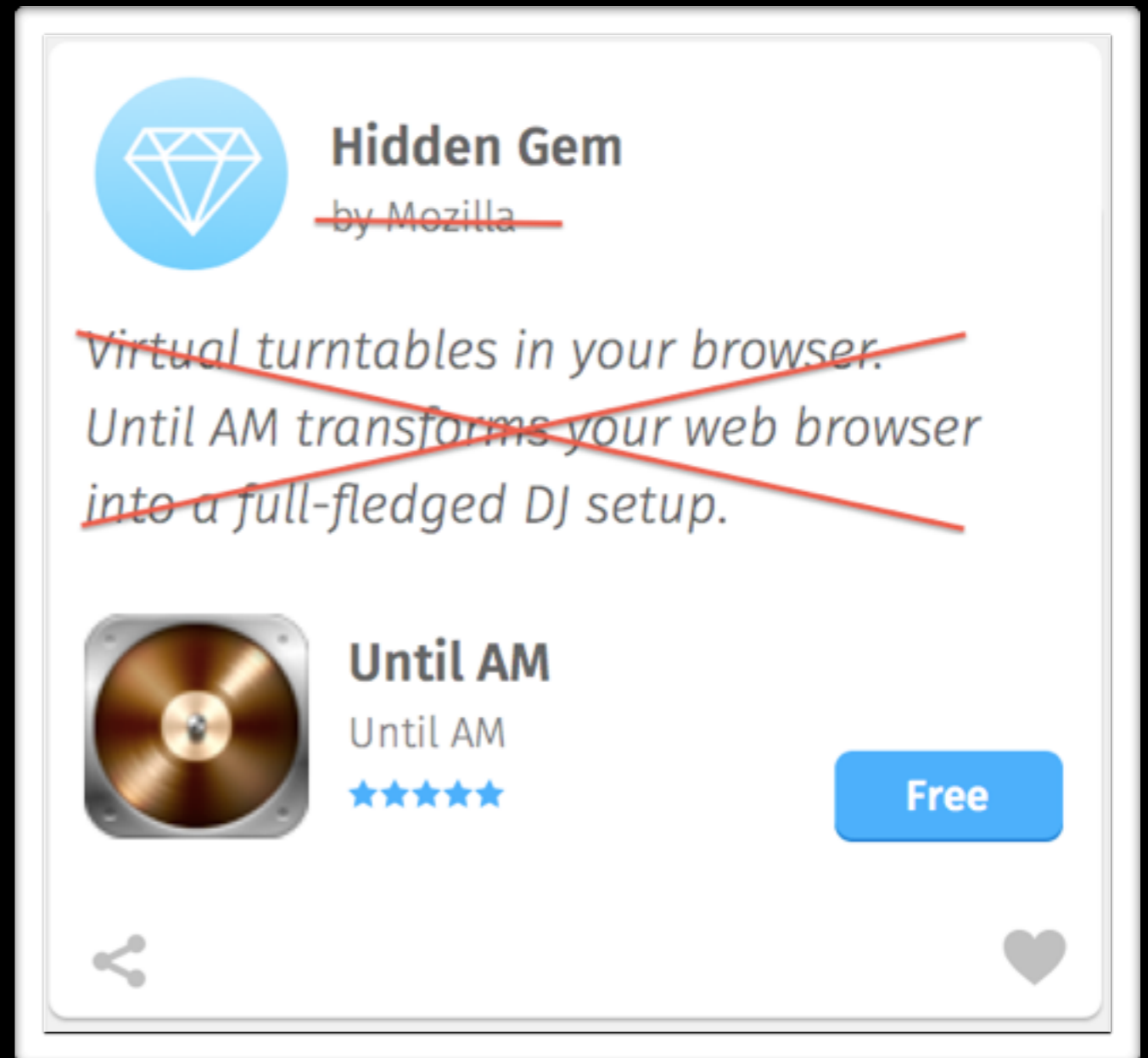


Article in Feed



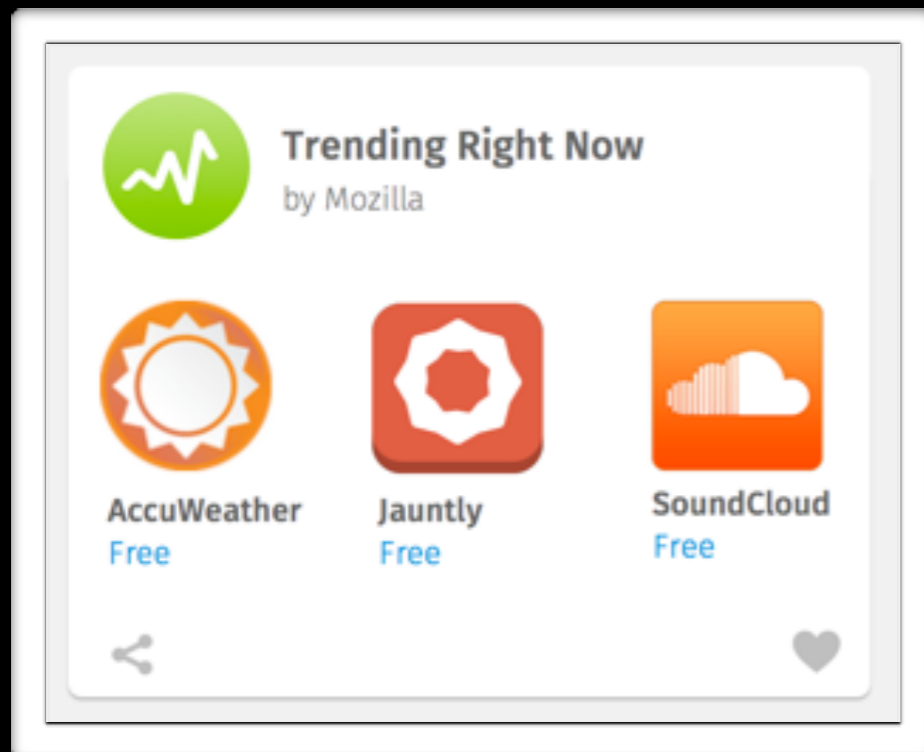
Editorial Brands

- 12 - 20 different types
- Visually branded
- Already localized
 - “Hidden Gem”
 - “Featured Creativity App”
 - “Travel App - Fox Favorite”
 - “Apps for Brazil”
 - “Great Game”
 - “Today’s Staff Pick”

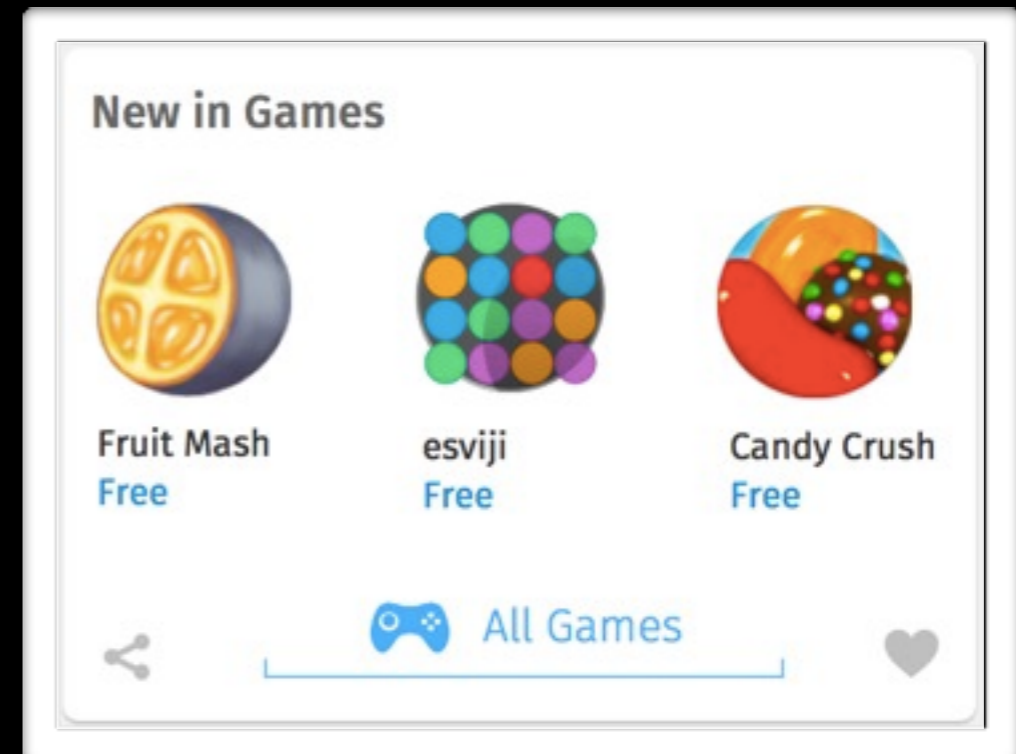


Auto-generated

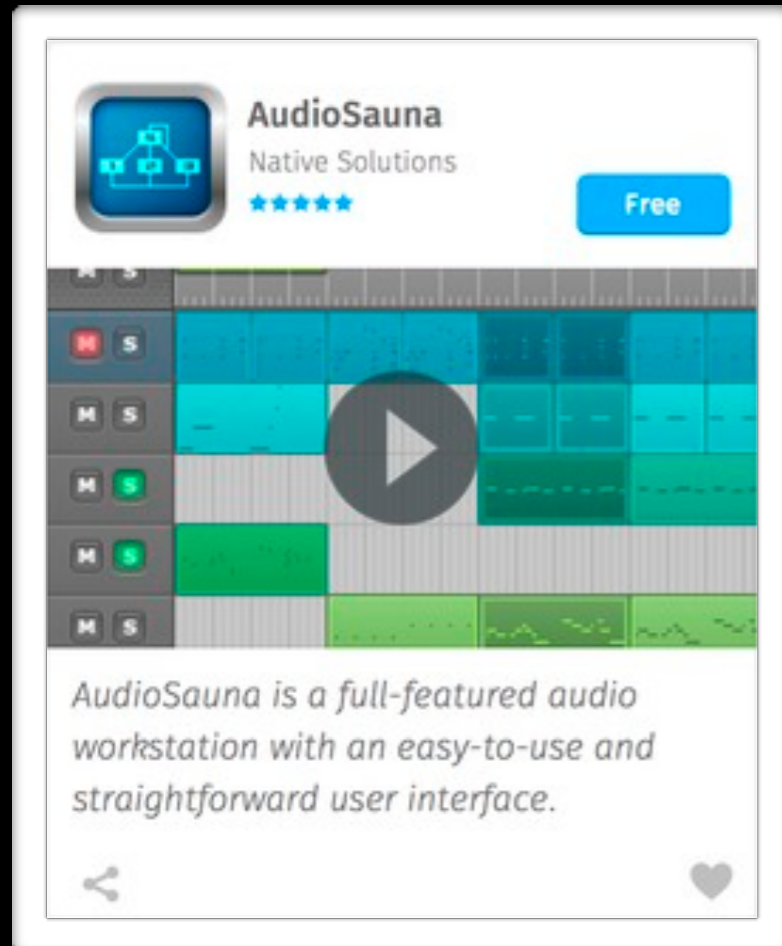
“Popular” algorithm



“New” algorithm




Feed V2 and beyond



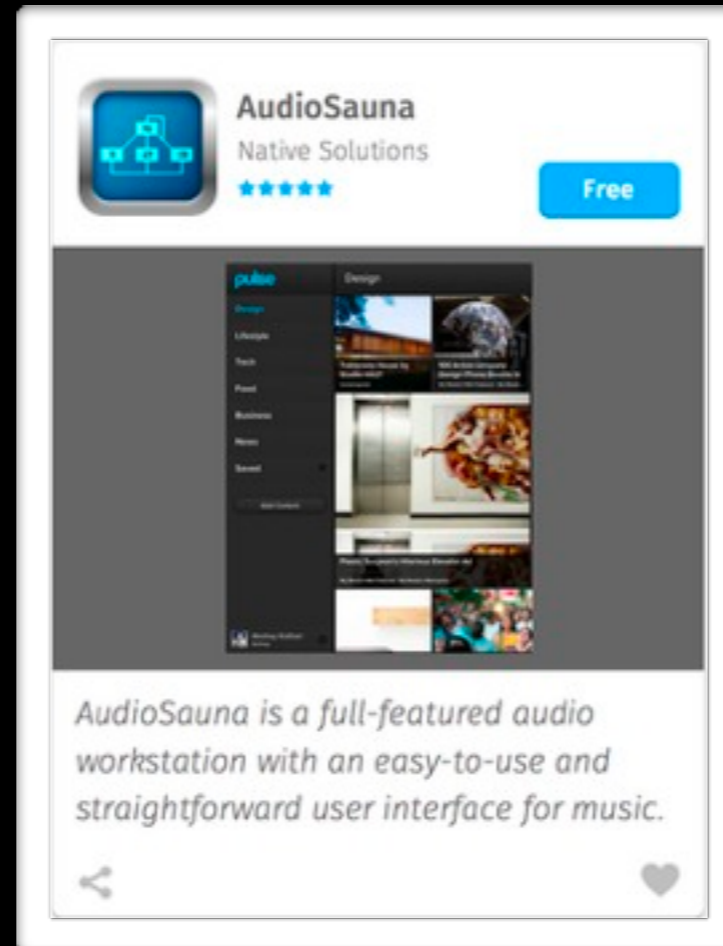
AudioSauna
Native Solutions
★★★★★

Free




AudioSauna is a full-featured audio workstation with an easy-to-use and straightforward user interface.

Share icon | Heart icon



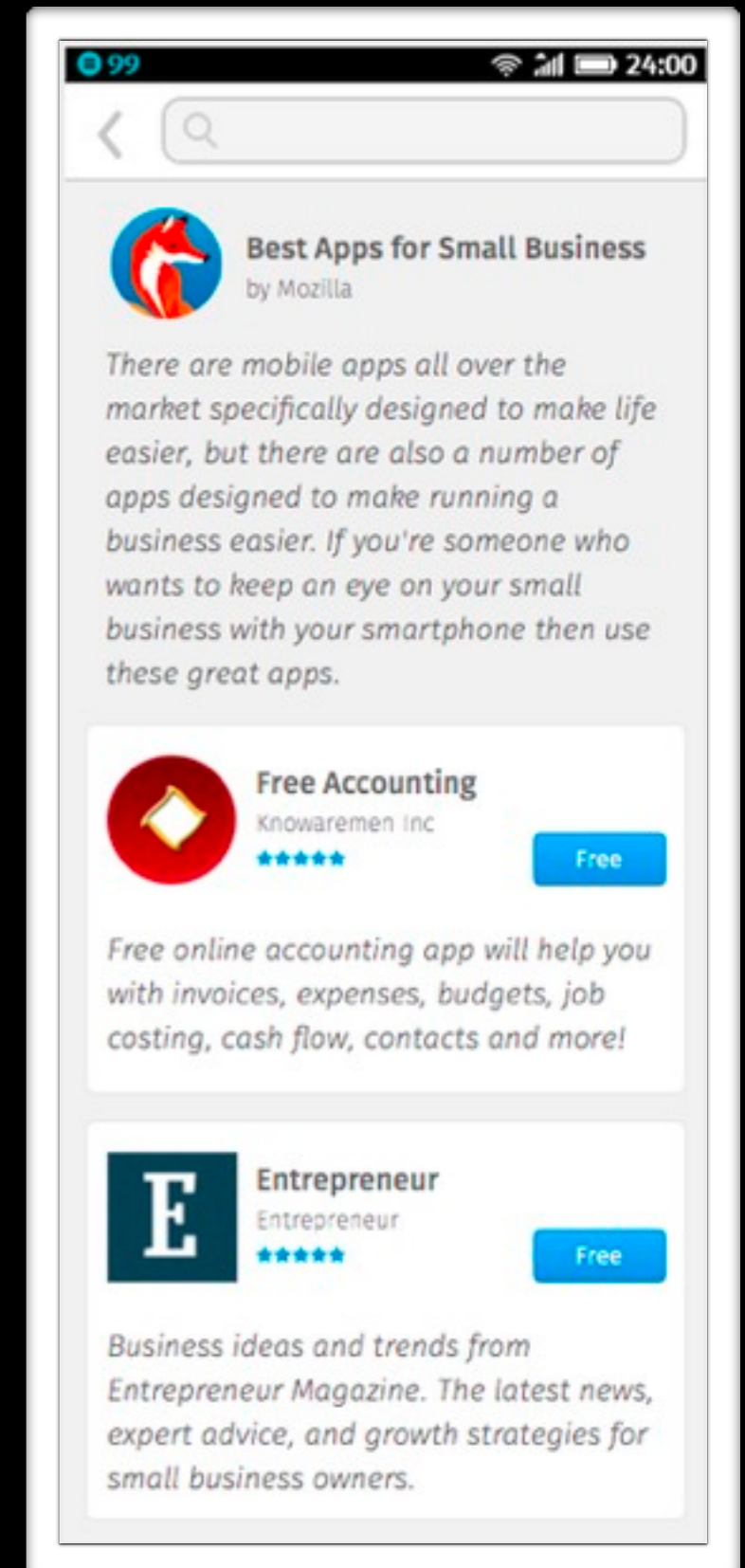
AudioSauna
Native Solutions
★★★★★

Free




AudioSauna is a full-featured audio workstation with an easy-to-use and straightforward user interface for music.

Share icon | Heart icon




99 24:00

< 🔍


 **Best Apps for Small Business**
by Mozilla

There are mobile apps all over the market specifically designed to make life easier, but there are also a number of apps designed to make running a business easier. If you're someone who wants to keep an eye on your small business with your smartphone then use these great apps.

 **Free Accounting**
Knowaremen Inc
★★★★★

Free

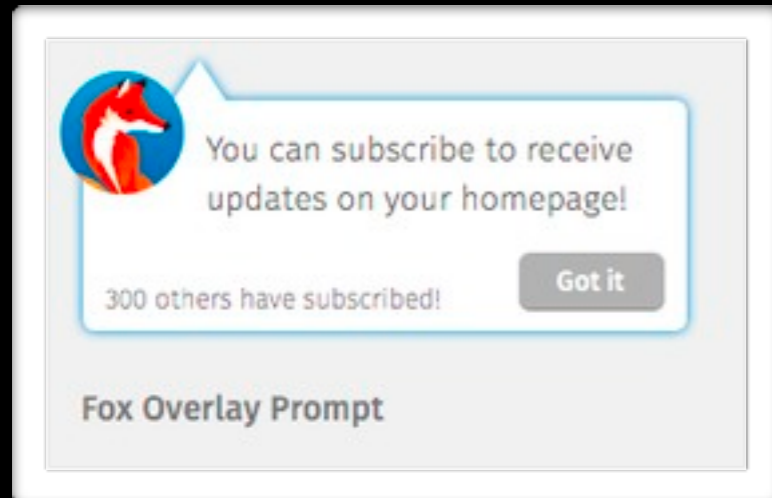
Free online accounting app will help you with invoices, expenses, budgets, job costing, cash flow, contacts and more!

 **Entrepreneur**
Entrepreneur
★★★★★

Free

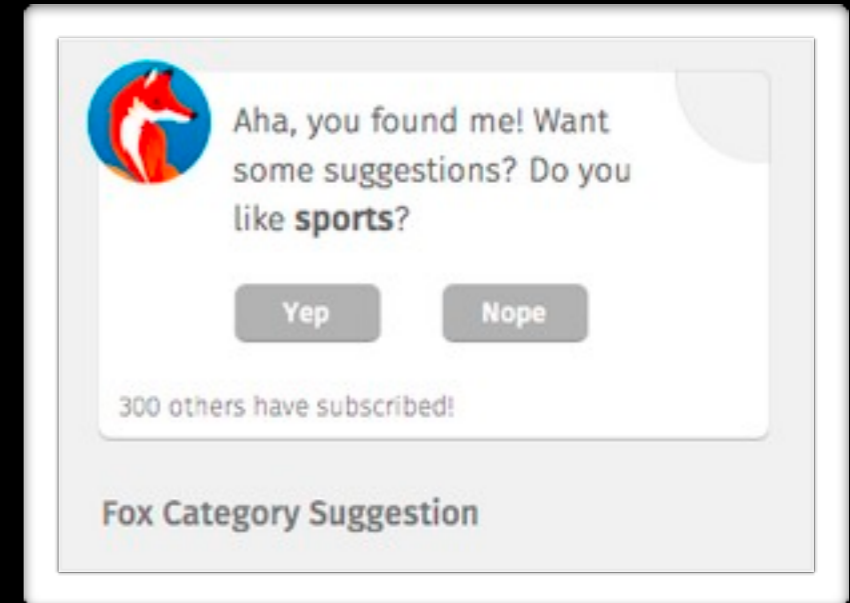
Business ideas and trends from Entrepreneur Magazine. The latest news, expert advice, and growth strategies for small business owners.

Interactive Marketplace Persona



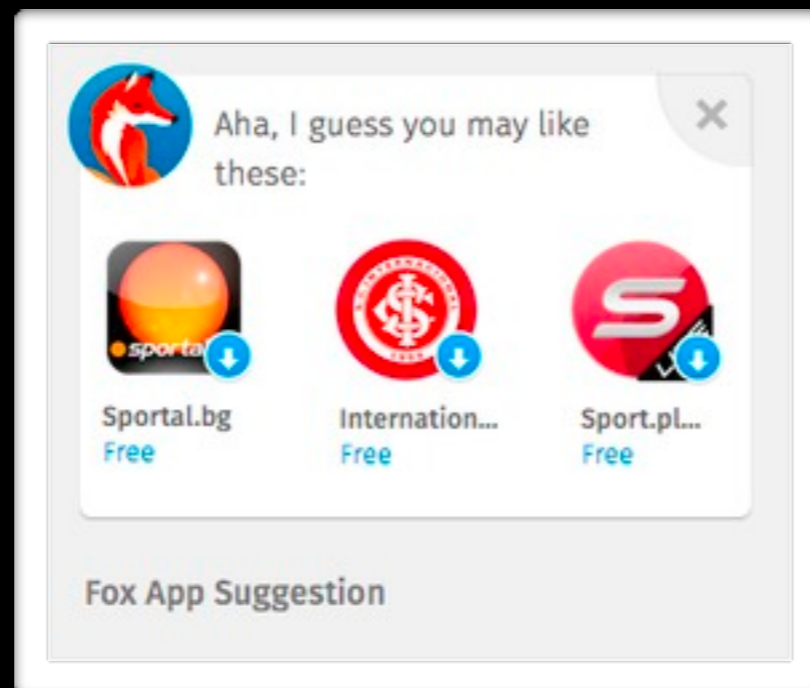
A white rectangular overlay with a light blue border. On the left is a circular icon of a red fox. To its right, a speech bubble contains the text "You can subscribe to receive updates on your homepage!". Below the speech bubble, it says "300 others have subscribed!" and a grey button labeled "Got it".

Fox Overlay Prompt



A white rectangular overlay with a light blue border. On the left is a circular icon of a red fox. To its right, the text reads "Aha, you found me! Want some suggestions? Do you like **sports**?". Below this are two grey buttons labeled "Yep" and "Nope". At the bottom, it says "300 others have subscribed!".

Fox Category Suggestion



A white rectangular overlay with a light blue border. On the left is a circular icon of a red fox. To its right, the text reads "Aha, I guess you may like these:". Below this are three app suggestions, each with an icon, a name, and "Free" below it. Each icon has a small blue download arrow in the bottom right corner. The suggestions are: "Sportal.bg", "Internation...", and "Sport.pl...".

Fox App Suggestion



Best Apps for Small Business

by Mozilla

There are mobile apps all over the market specifically designed to make life easier, but there are also a... [Read more](#)



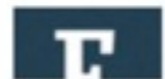
Free Accounting

Knowaremen Inc

★★★★★

Free

Free online accounting app will help you with invoices, expenses, budgets, job costing, cash flow, contacts and more!



Entrepreneur



[View all apps](#)



Editors Pick



Apps that make you more productive

by App Enthusiast: Jeremy Wilson

If you are like me, you can easily get distracted. But if you have these apps, you will find that...



Spirit lev...
Free



ColorNote
Free



Firetext
Free

Views: 150



Influencer Pick