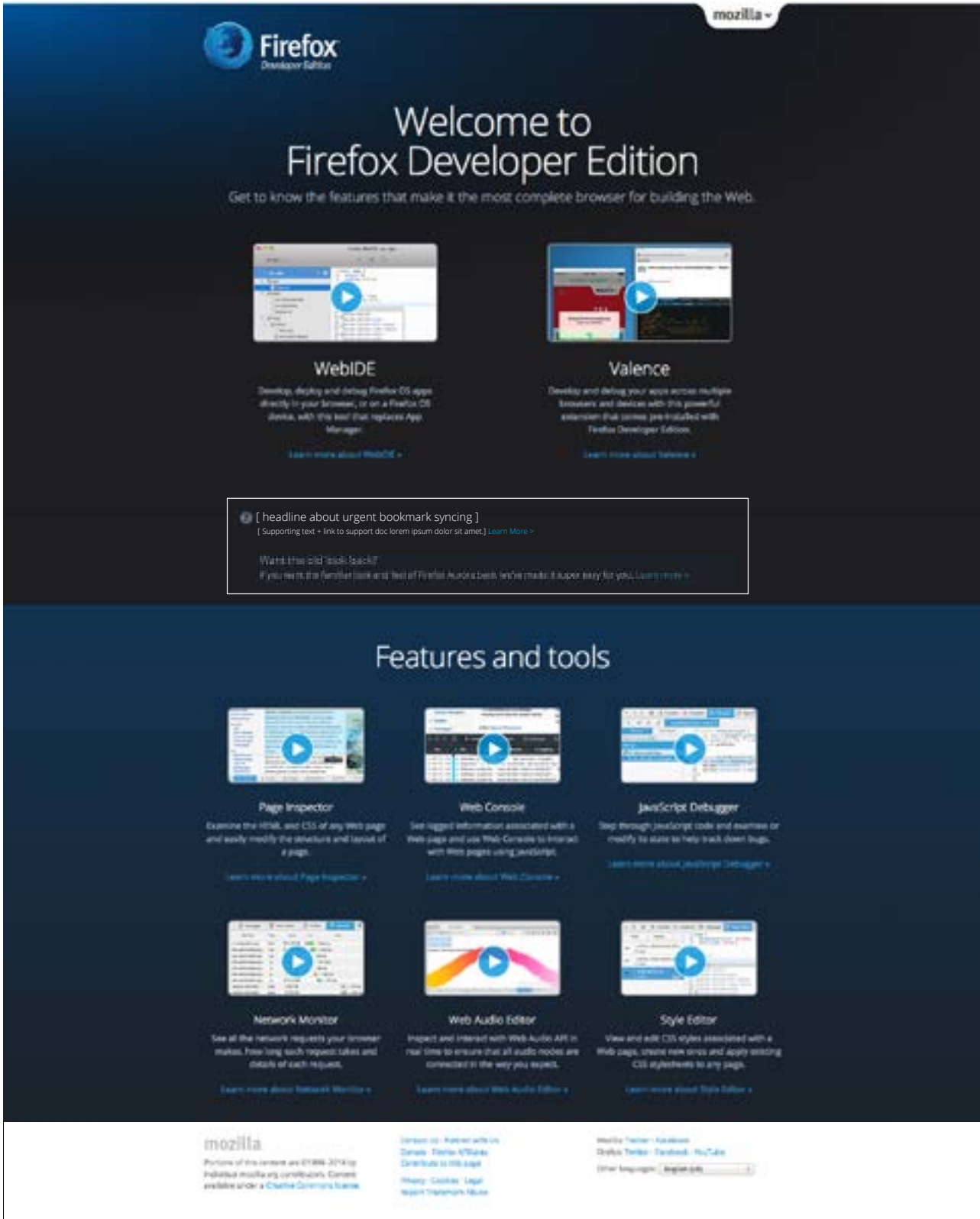# WEB PAGE CONTENT UPDATE

CURRENT PAGE CONTENT *"Notification" copy is currently displayed below features and tools.*

UPDATE W/ BOOKMARKS & SYNC MESSAGING *Move up notification copy. Features and tools move down in priority, but in favor of making sure users see important message about sync/bookmark issue. If users are engaged with page content, they will scroll to see what is out of their viewport.*
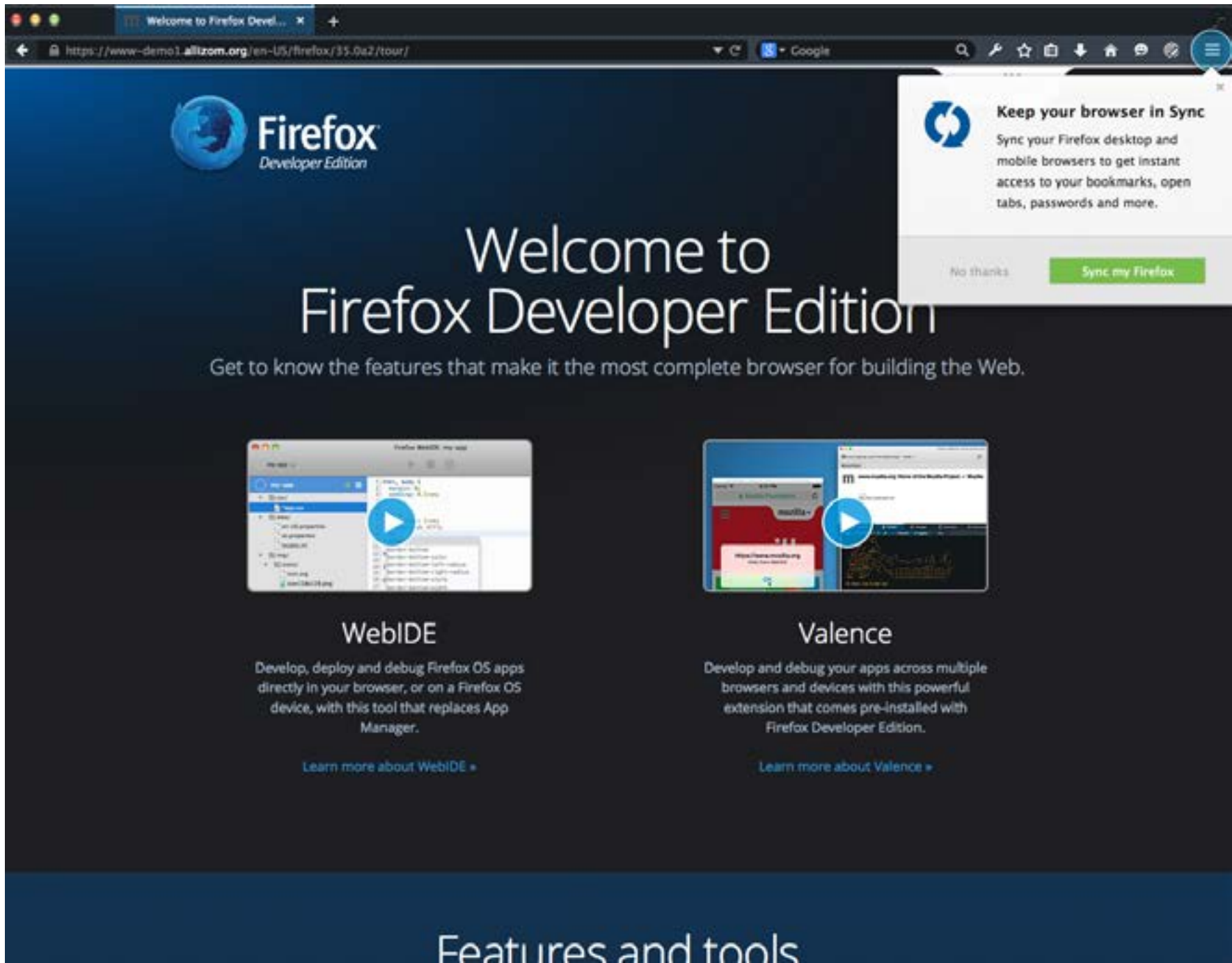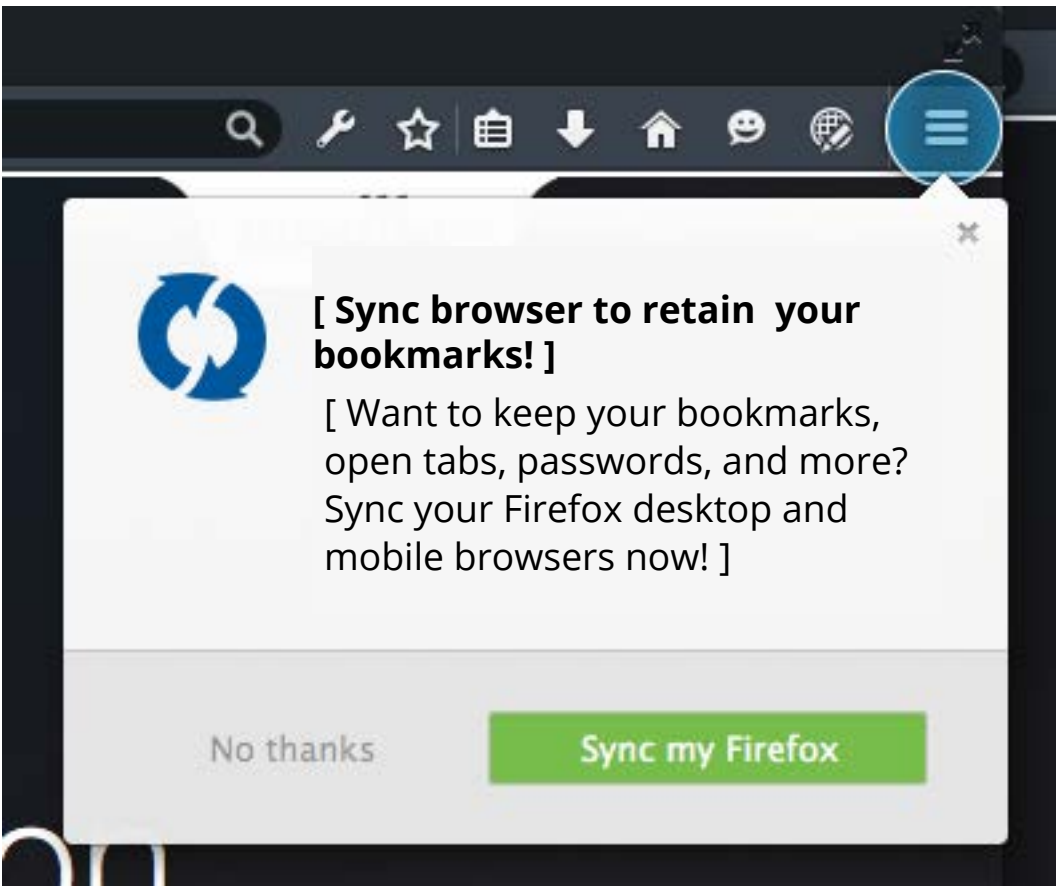

* Copy is FPO
Learn more URL - https://support.mozilla.org/kb/recover-lost-bookmarks-firefox-developer-edition

DOOR HANGER CONTENT UPDATE

CURRENT DOOR HANGER CONTENT

UPDATE DOOR HANGER MESSAGING TO SOMETHING MORE URGENT

* FPO copy

* Doorhanger with Sync messaging will stay at same (3rd) placement in flow. Syncing firefox from this step takes user out of first run flow and into a new tab. If we put this in the first position, users will be more likely to leave the first run experience and miss introduction of new features/benefits of this browser.

A combination of more prominent and urgent in-page messaging, more urgent doorhanger messaging, and reaching out through other means like MDN, snippets, and possible a focused second run message will help tackle this issue in multiple contexts.

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