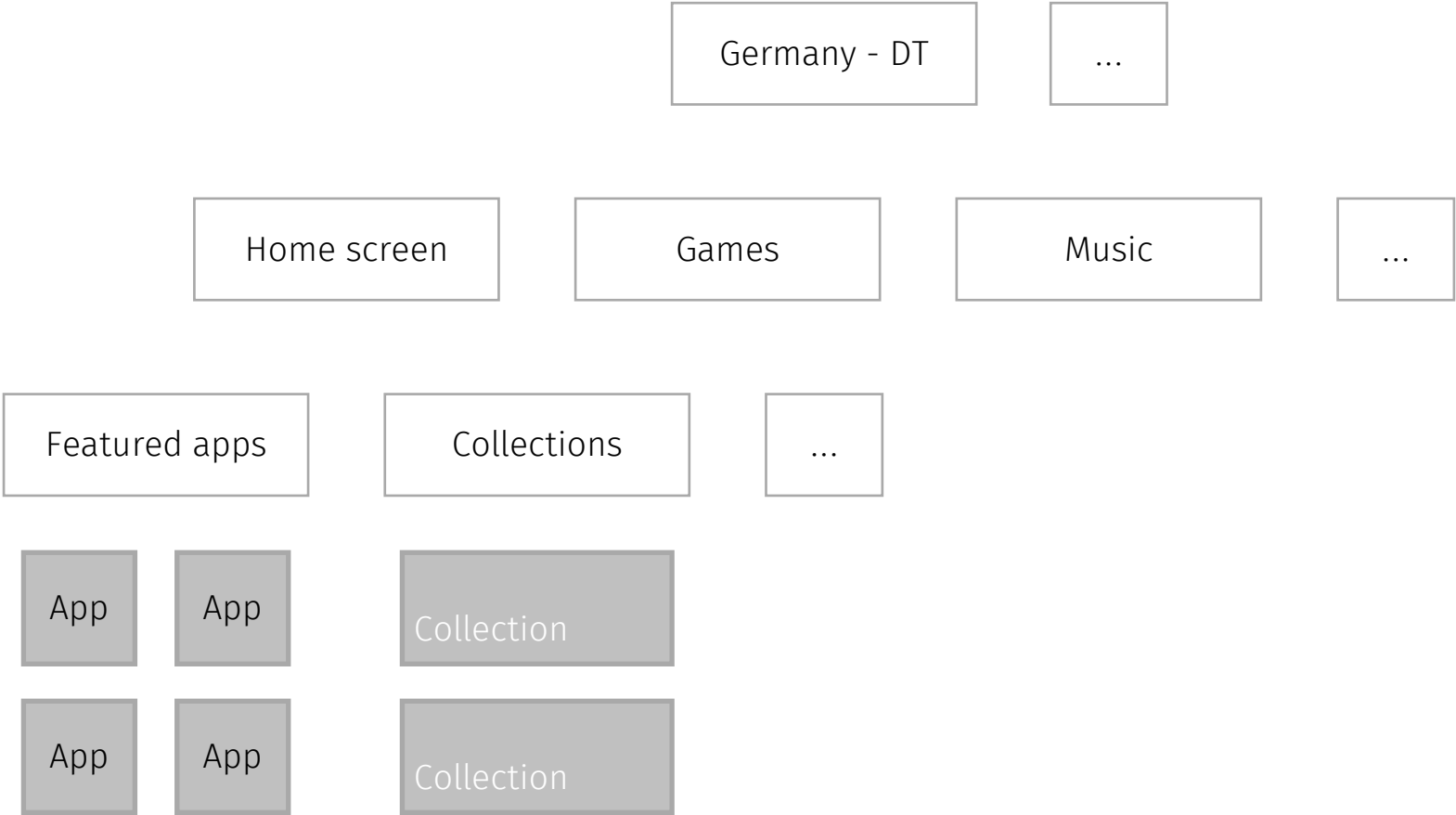


# Firefox Marketing Publishing tool

# Structure of publishing

- Region - country and operator
- Page - consumer facing pages (home, category)
- Promotional area - slot that Mozilla populates with content
- Area type - type of content in promotional area (featured app list, collections)
- Content - featured apps, collections



# Editing a promotional area

Brazil - Movistar

Edit

Home

FEATURED: Pulse, Facebook, Twitter, Cut the rope, YeahCat!

COLLECTIONS: Starter Pack, Best of the Best

Games

FEATURED: Puzzles and Dragons, HayDay, Command & Conquer, Cut the rope, Pacman

Music

FEATURED: Rapster, SoundCloud, Lorem, Ipsum

Colombia - Movistar

Edit

Home

FEATURED: Pulse, Facebook, Twitter, Cut the rope, YeahCat!

COLLECTIONS: Starter Pack, Best of the Best

Germany - DT

Edit

Home

FEATURED: Pulse, Facebook, Twitter, Cut the rope, YeahCat!

Hungary - DT

Edit

Montenegro - Telefonica

Edit

Venezuela - Telefonica

Edit

Edit Germany - DT

Home screen

Copy layout from other region

Promotional area 1

Featured apps list

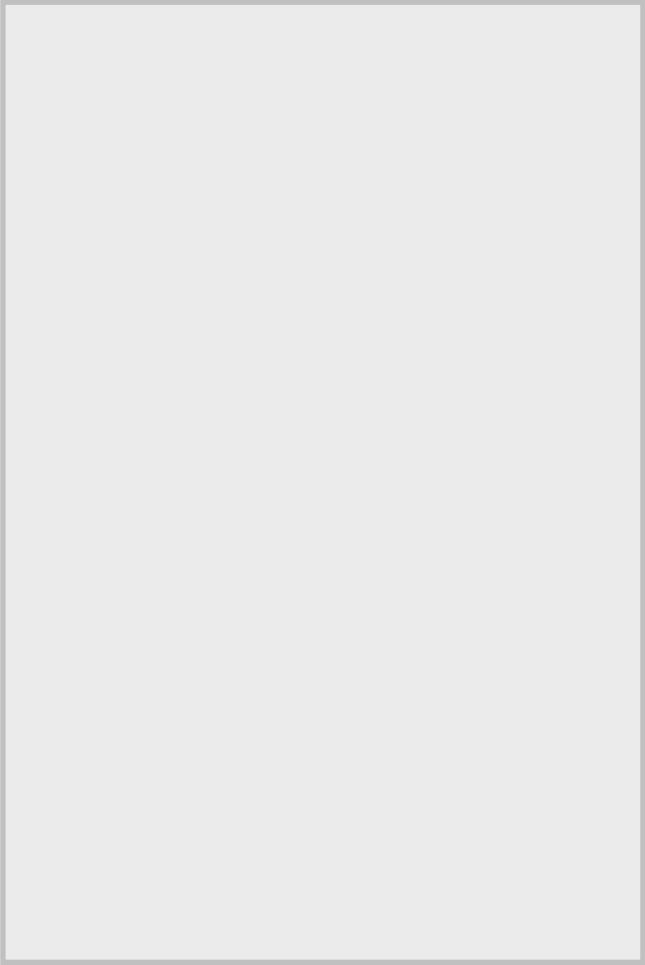
App Name  
Developer

App Name  
Developer

App Name  
Developer

Edit

Preview



Promotional area 2

Choose type

Edit

Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Promotional area 1

Cancel

Save

Featured apps list

App Name  
Developer

Remove

↑

↓

App Name  
Developer

Remove

↑

↓

App Name  
Developer

Remove

↑

↓

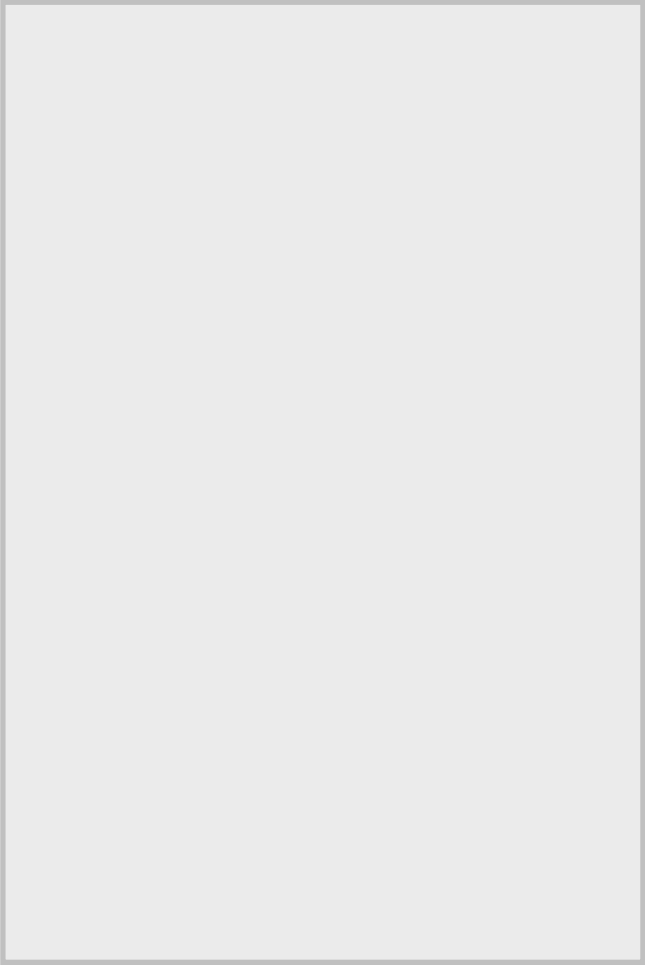
Add app

Promotional area 2

Edit

Choose type

Preview



Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Cancel

Save

Featured apps list



App Name  
Developer

Remove



App Name  
Developer

Remove



App Name  
Developer

Remove



Add app

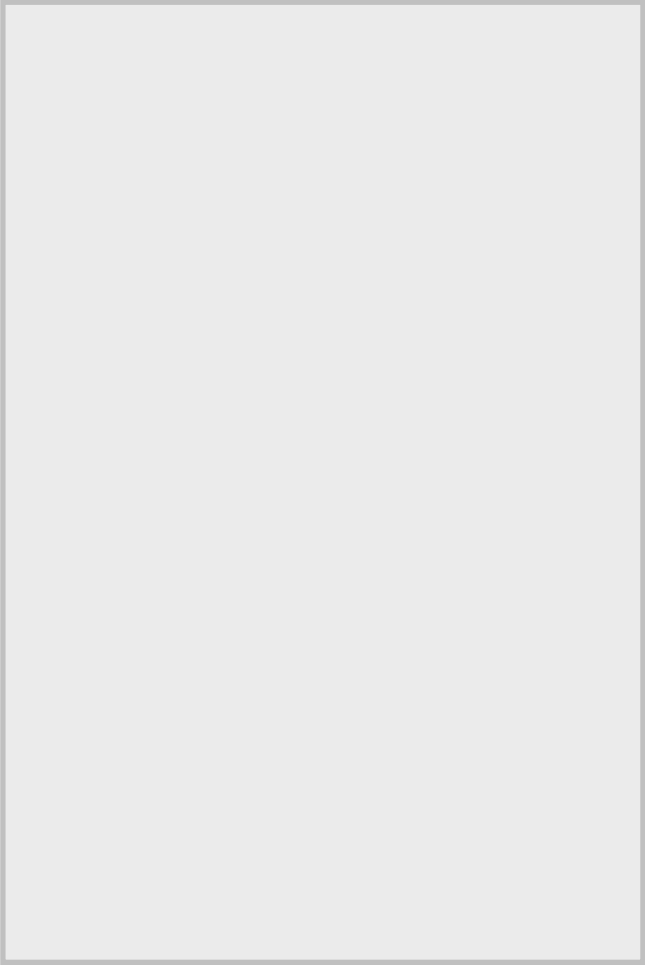


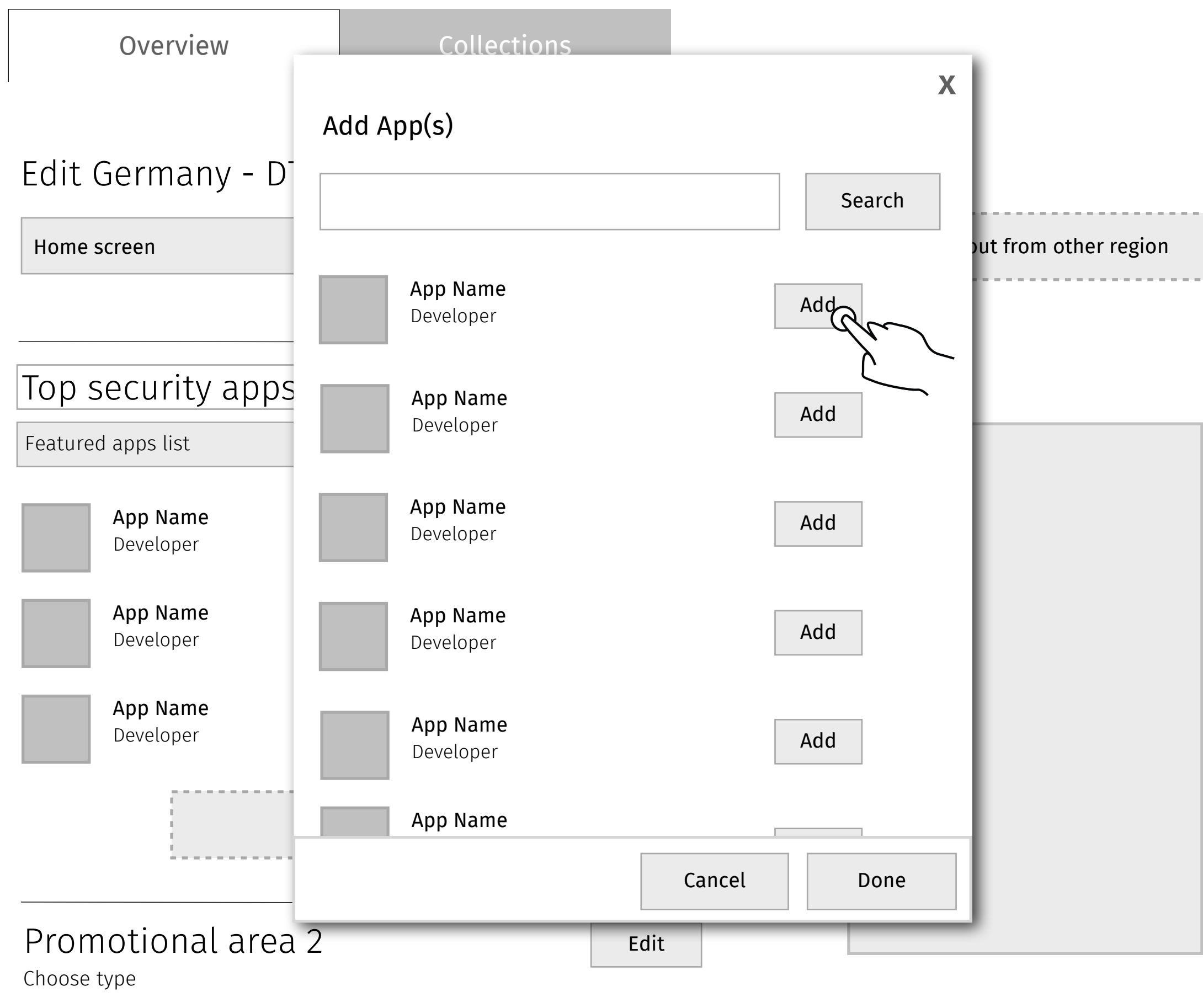
Promotional area 2

Choose type

Edit

Preview







Overview

Collections

Edit Germany - D...

Home screen

Top security apps

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area 2

Choose type

out from other region

App Added

App Name

Developer

Add

App Name

Developer

Add

App Name

Developer

Add

App Name

Developer

Add

App Name

Developer

Add

App Name

Developer

Add

Cancel

Done

Edit

Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Cancel

Save

Featured apps list



App Name  
Developer

Remove



App Name  
Developer

Remove



App Name  
Developer

Remove



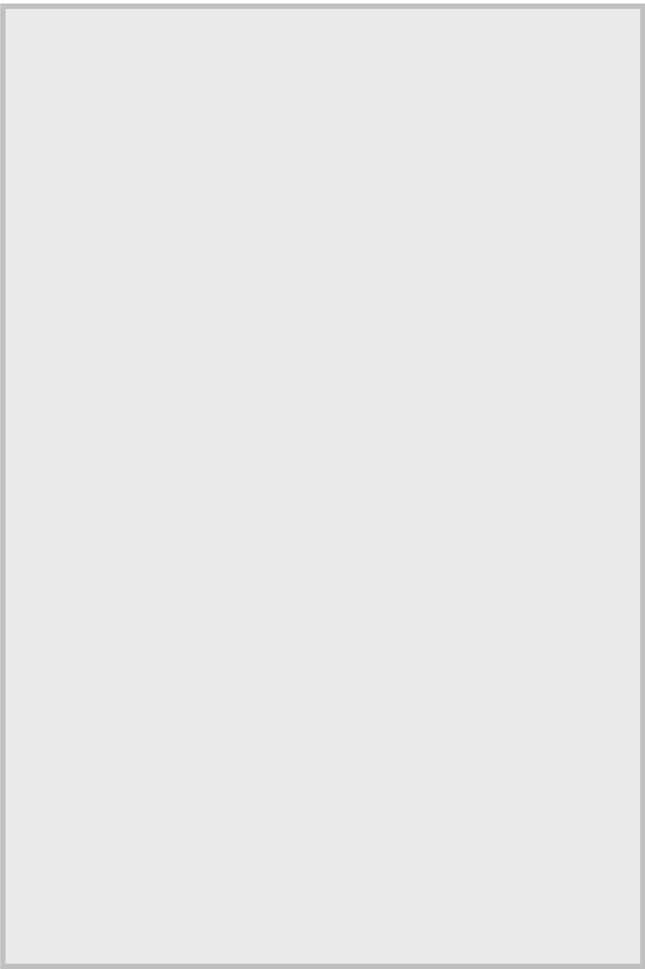
App Name  
Developer

Remove



Add app

Preview



Promotional area 2

Choose type

Edit

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name  
Developer

App Name  
Developer

App Name  
Developer

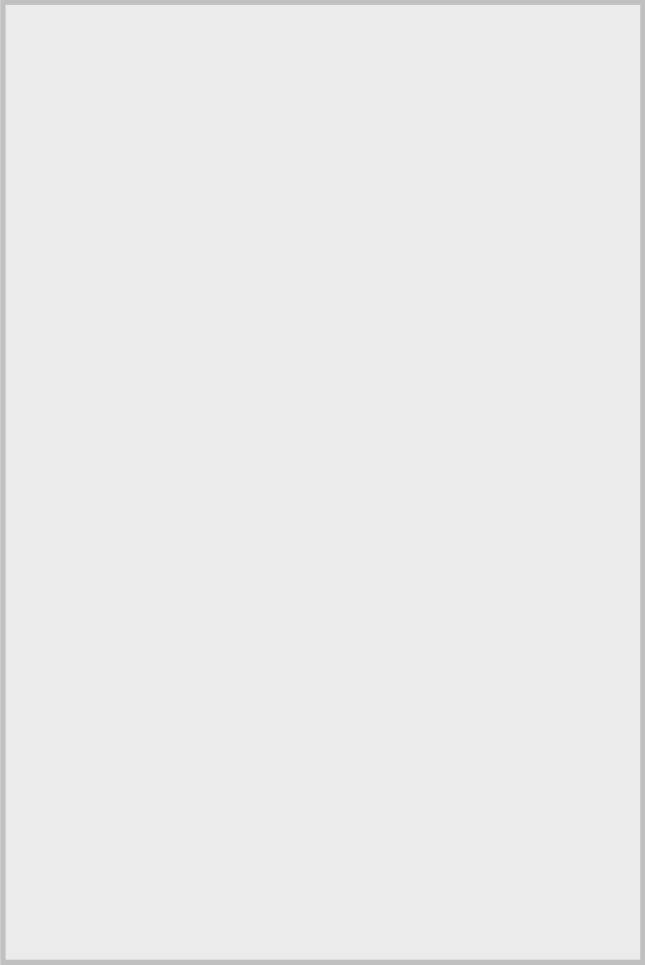
App Name  
Developer

Promotional area 2

Edit

Choose type

Preview



Adding a new promotional area

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

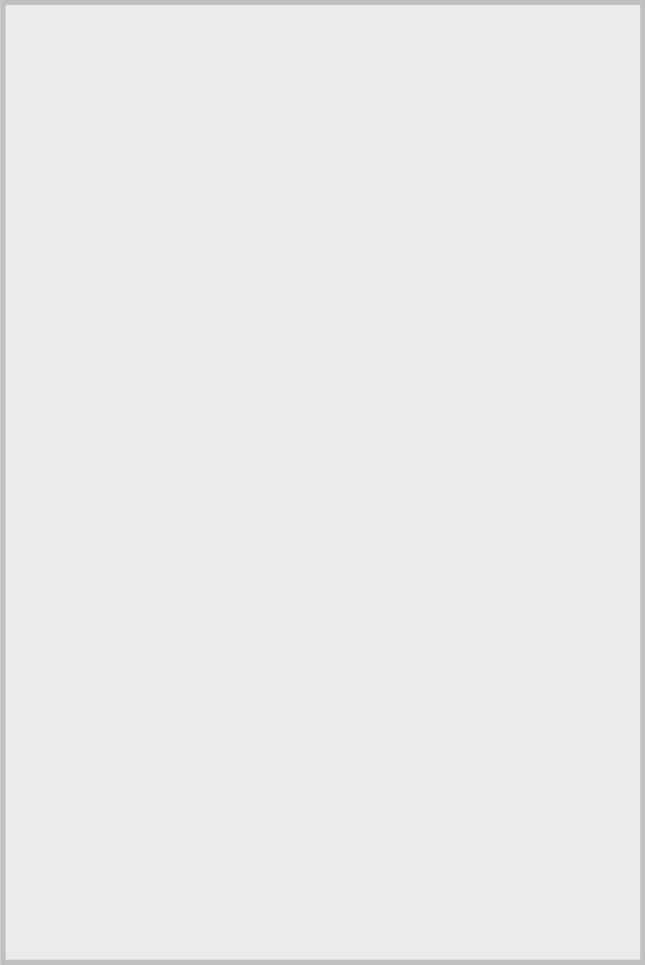
Developer

Promotional area 2

Edit

Choose type

Preview



Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area 2

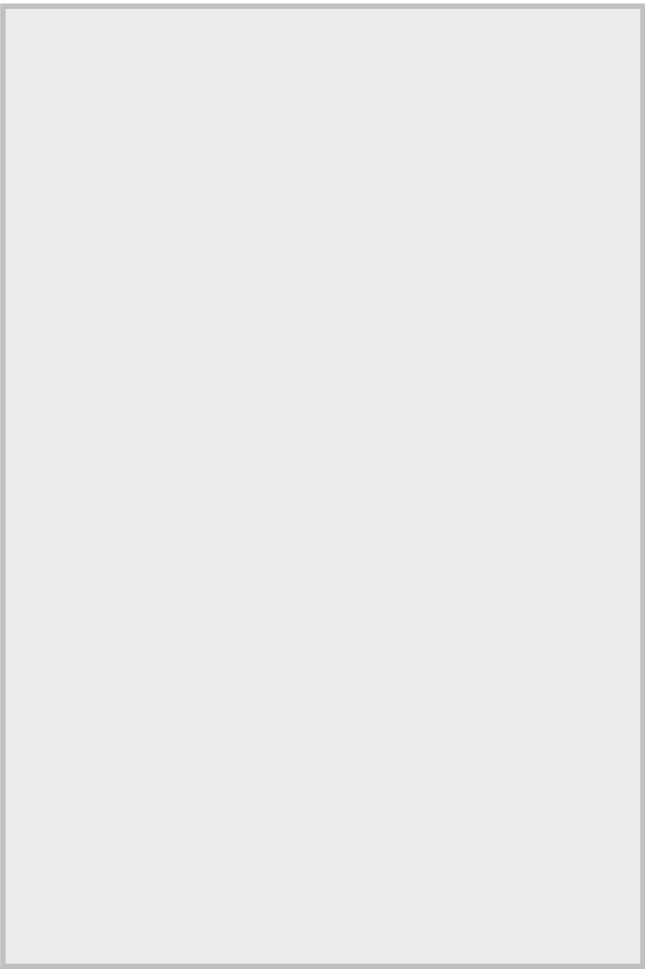
Cancel

Save

Choose type



Preview



Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area 2

Cancel

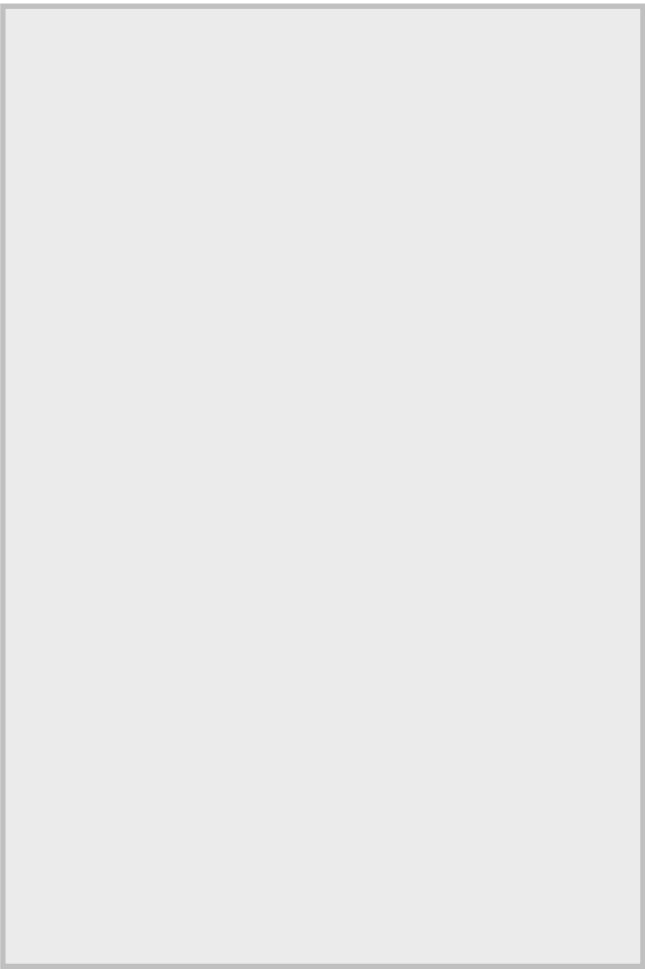
Save

Choose type

Featured apps list

Collections

Preview



Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name  
Developer

App Name  
Developer

App Name  
Developer

App Name  
Developer

Promotional area 2

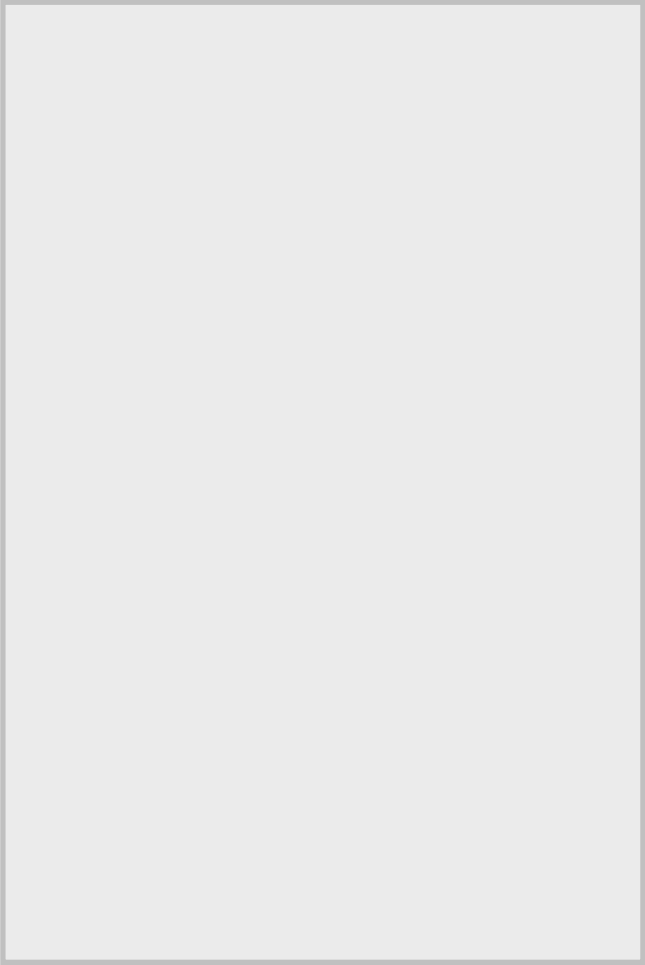
Cancel

Save

Collections

Add collection

Preview





Overview

Collections

Edit Germany - DT

Home screen

Top security apps

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area

Collections

Add collection

X

Add collection

Search

Collection Name

App name, app name, app name, app name ...

Add

Collection Name

App name, app name, app name, app name ...

Add

Create new collection

Cancel

Done

t from other region

Overview

Collections

Edit Germany - DT

Home screen

Top security apps

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area

Collections

X

Add collection

Search

Collection Name

App name, app name, app name, app name ...

Add

Collection added

Create new collection

Cancel

Done

Add collection

t from other region

Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name

Developer

App Name

Developer

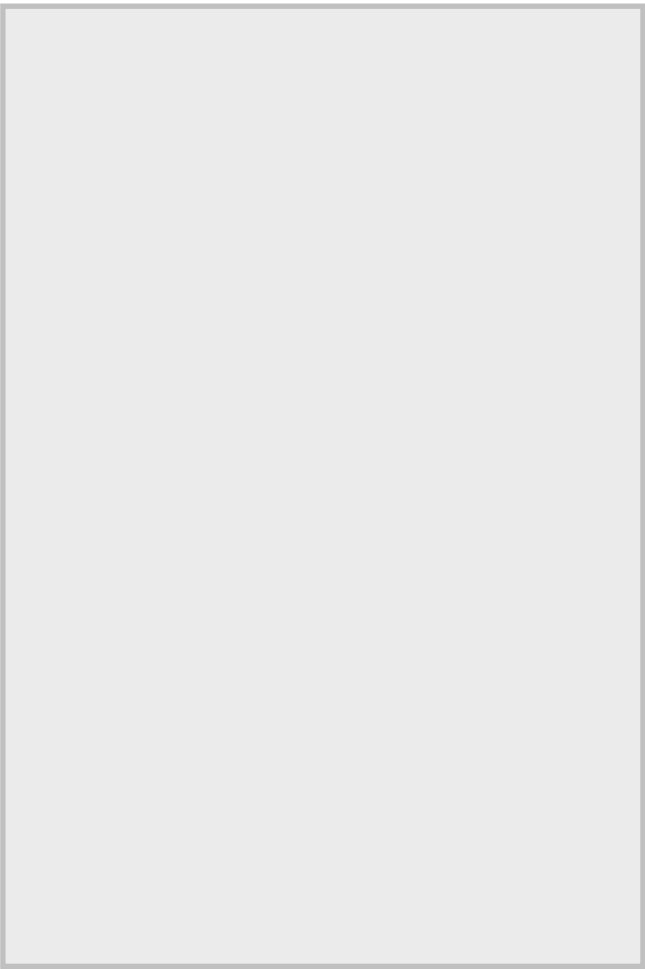
App Name

Developer

App Name

Developer

Preview



Promotional area 2

Cancel

Save

Collections

Collection Name

App name, app name, app name, app name ...

Remove

Add collection

Overview

Collections

Edit Germany - DT

Home screen

Copy layout from other region

Top security apps

Edit

Featured apps list

App Name  
Developer

App Name  
Developer

App Name  
Developer

App Name  
Developer

Promotional area 2

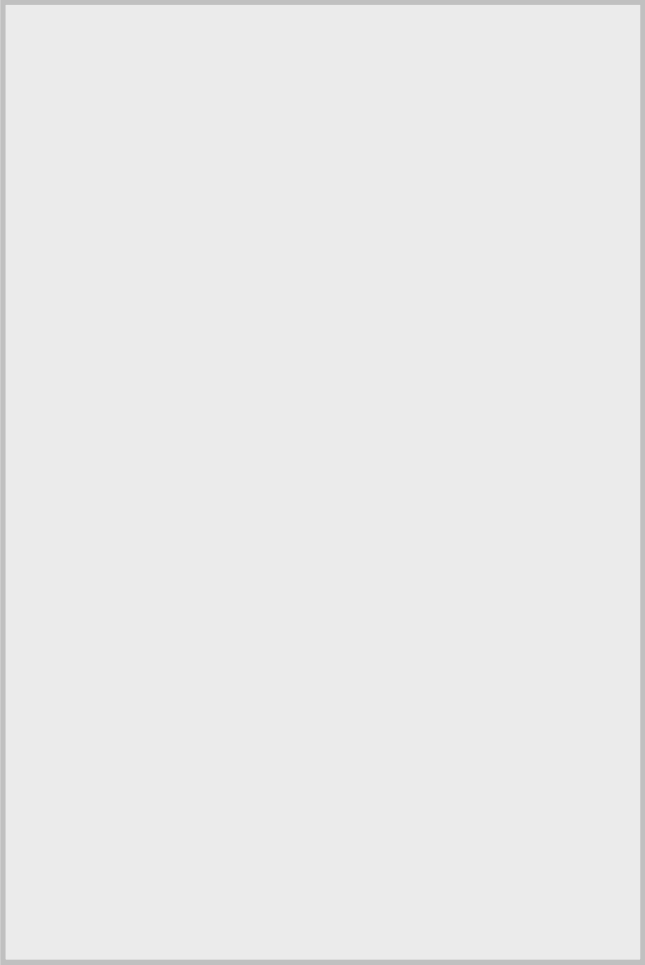
Edit

Collections

Collection Name

App name, app name, app name, app name ...

Preview



Copy layout from other region

Edit Germany - DT

Home screen

Copy layout from other region



Top security apps

Edit

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area 2

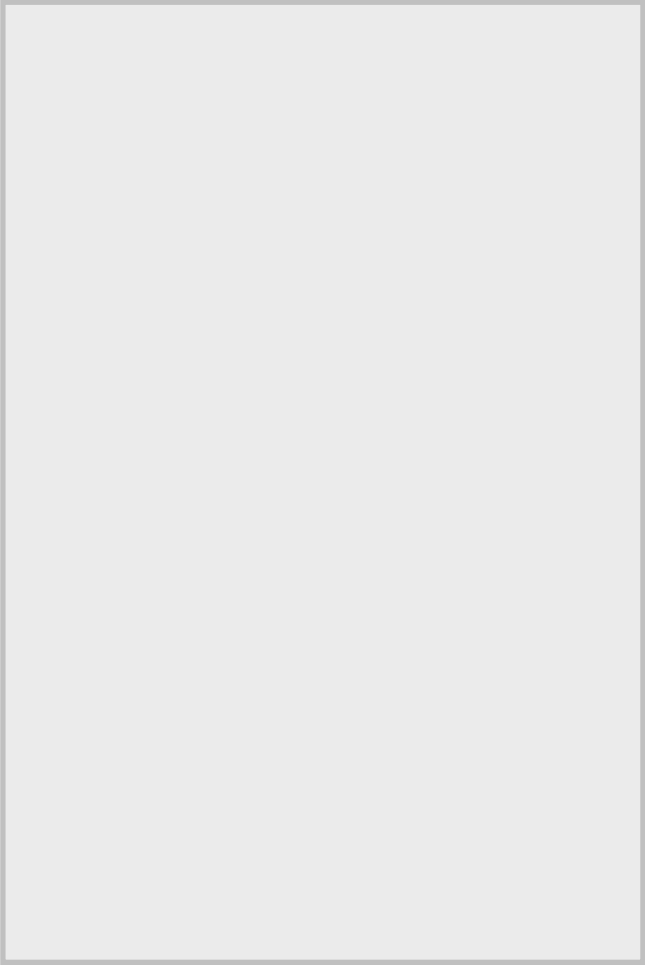
Edit

Collections

Collection Name

App name, app name, app name, app name ...

Preview



Overview

Collections

Edit Germany - D...

Home screen

Top security apps

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area

Collections

Collection Name

App name, app name, app name, app name ...

Copy region layout

Choose region

Cancel

Done

out from other region

Overview

Collections

Edit Germany - DT

Home screen

Top security apps

Featured apps list

App Name

Developer

App Name

Developer

App Name

Developer

App Name

Developer

Promotional area

Collections

Collection Name

App name, app name, app name, app name ...

Copy region layout

Choose region

Brazil - Movistar

Colombia - Movistar

Germany - DT

Hungary - DT

Montenegro - Telefonica

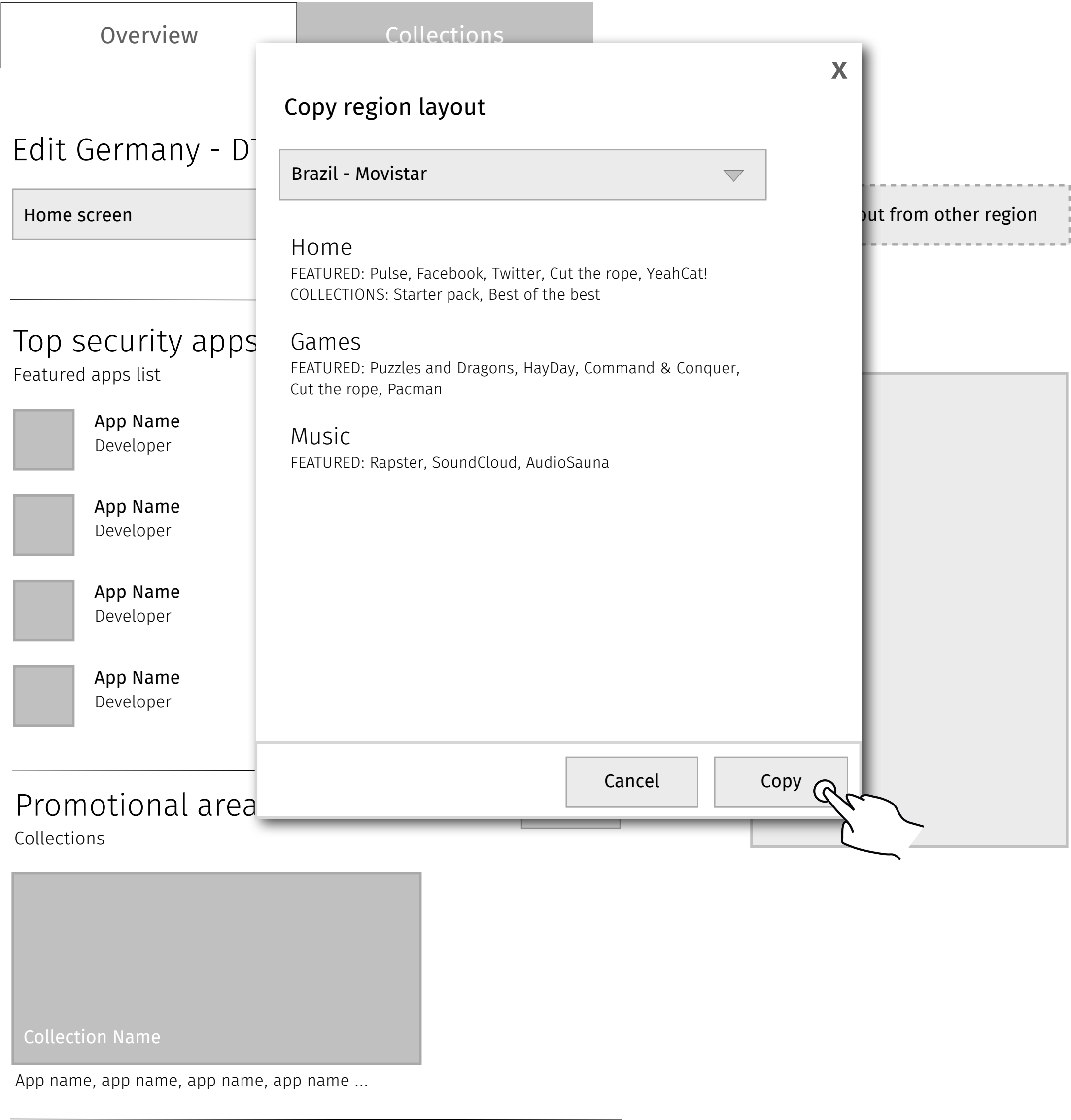
Venezuela - Telefonica

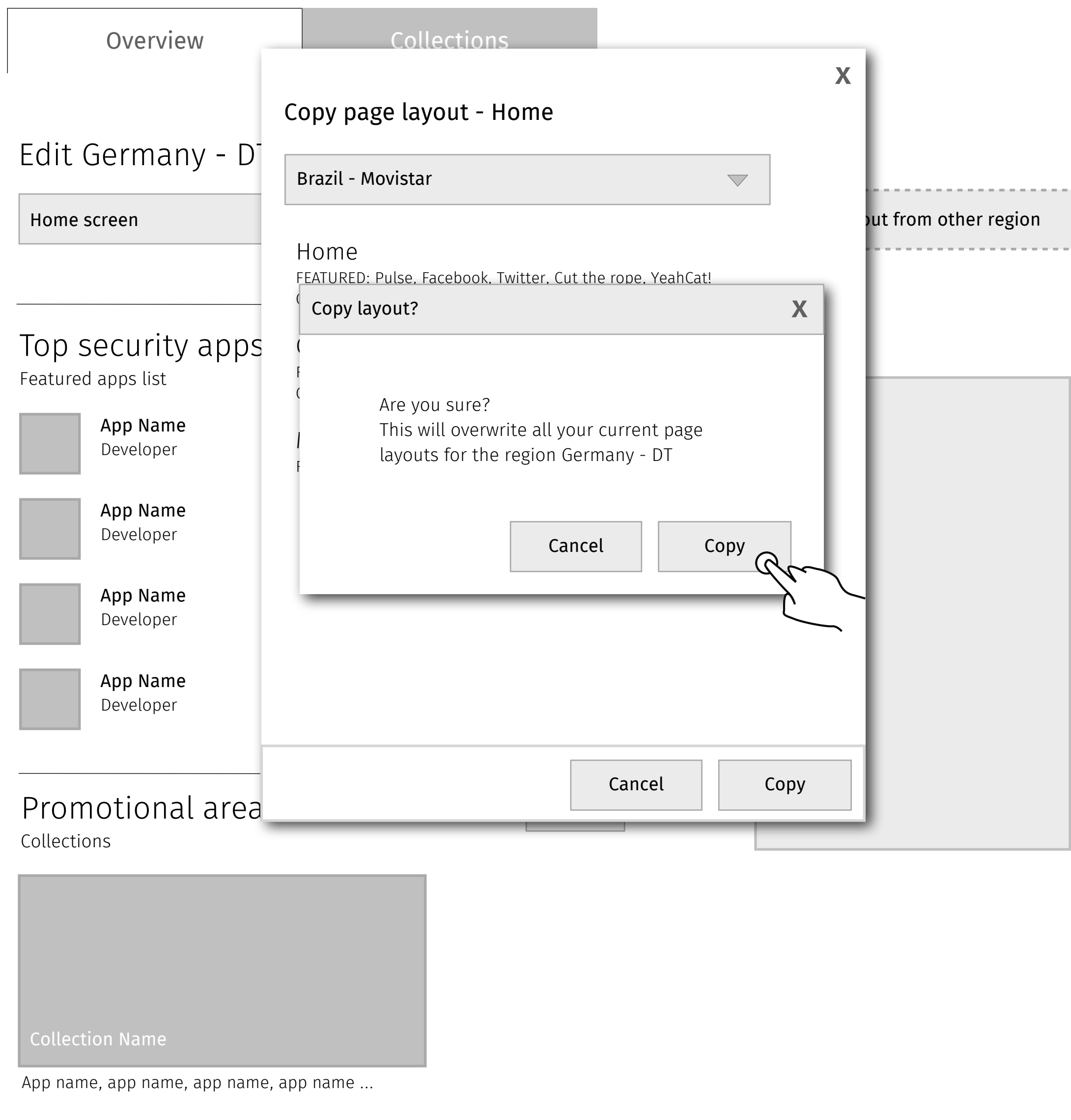
Cancel

Done

out from other region







Edit Germany - DT

Home screen

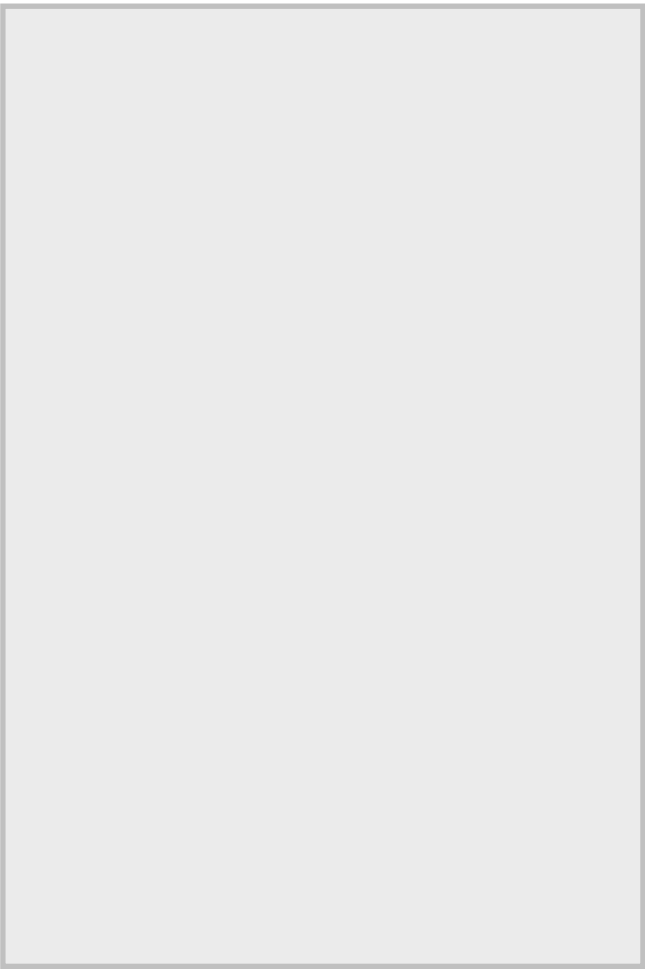
Copy layout from other region

Brazil’s favorite apps

Featured apps list

- Pulse**  
Alphonso labs
- Facebook**  
Facebook Inc
- Twitter**  
Twitter Inc
- Cut the rope**  
Chillingo Ltd
- YeahCat!**  
AnimalApps unlimited

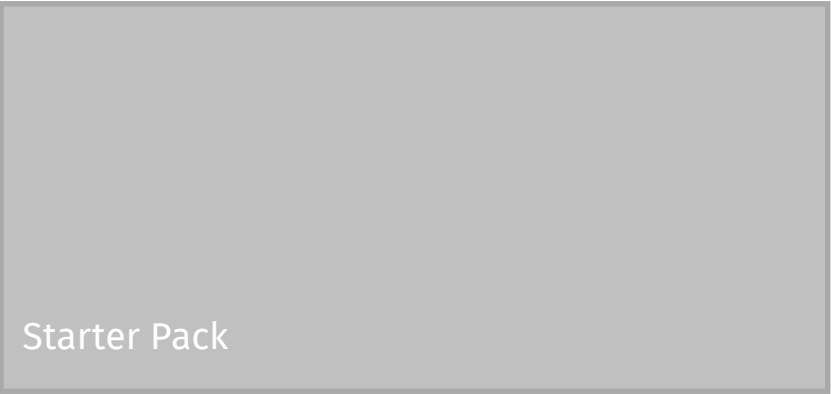
Preview



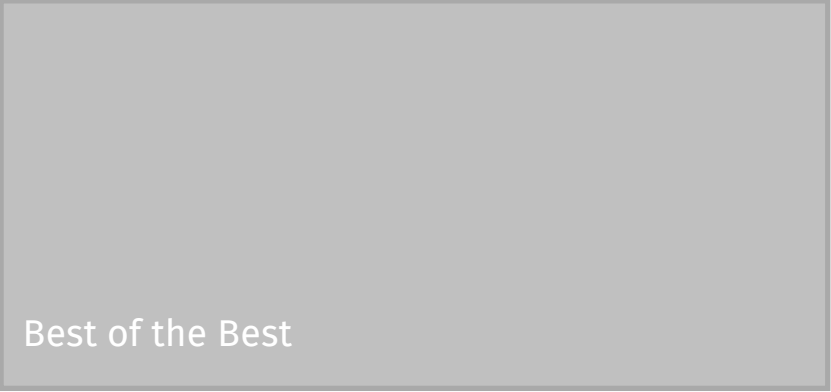
Promotional area 2

Edit

Collections



App name, app name, app name, app name ...

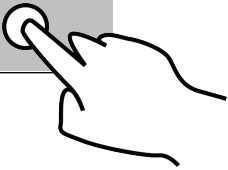


App name, app name, app name, app name ...

# Collections

Overview

Collections



Edit Germany - DT

Home screen

▼

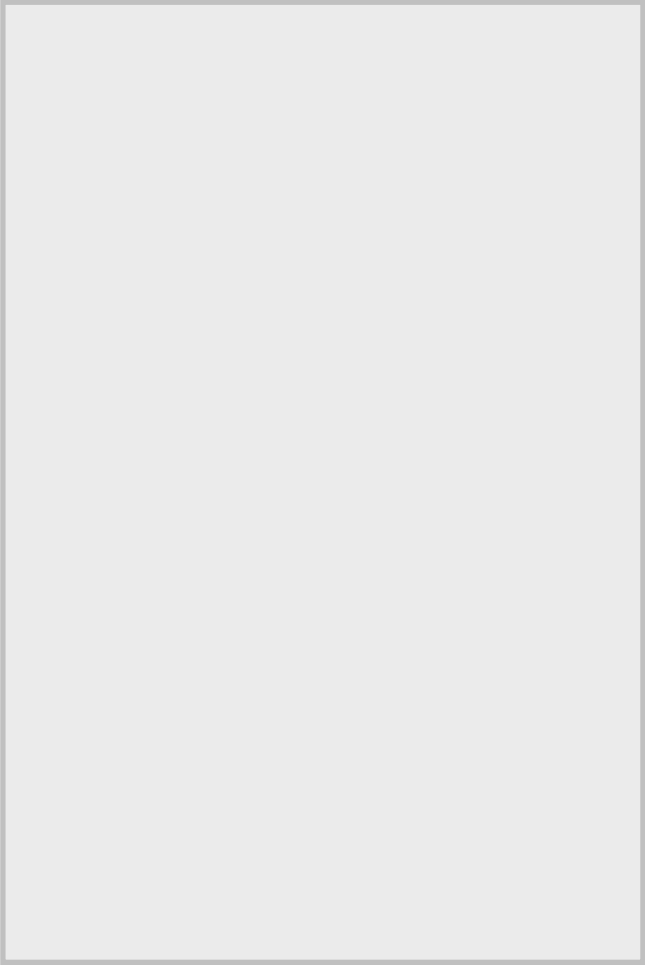
Copy layout from other region

Brazil’s favorite apps

Featured apps list

- Pulse**  
Alphonso labs
- Facebook**  
Facebook Inc
- Twitter**  
Twitter Inc
- Cut the rope**  
Chillingo Ltd
- YeahCat!**  
AnimalApps unlimited

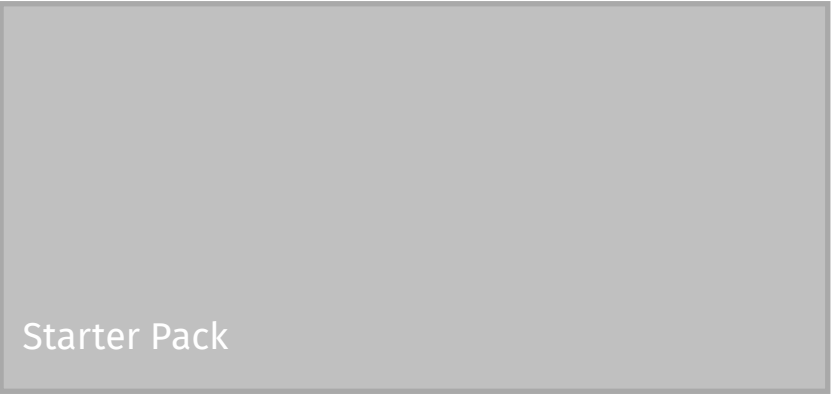
Preview



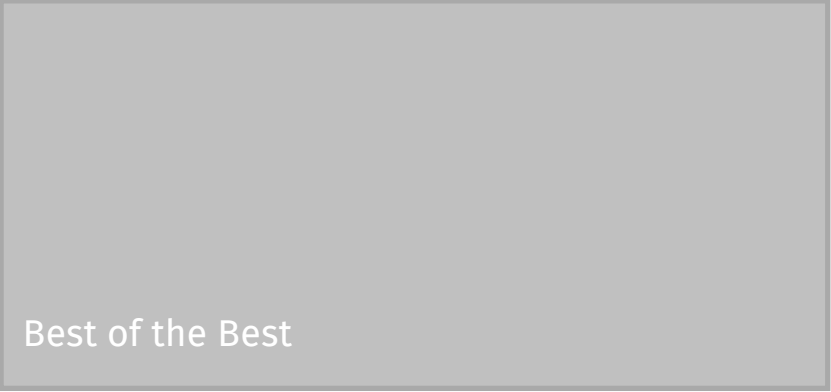
Promotional area 2

Edit

Collections



App name, app name, app name, app name ...



App name, app name, app name, app name ...

Edit / remove collection

Search

Create new collection



Overview

Collections

Create new collection

Name

Graphic

Upload

Collection Name

Apps

Add app

Cancel

Save

Overview

Collections

Create new collection

Name

Upload

Apps

Add a new app

Add App(s)

X

Search

App Name  
Developer

Add

App Name  
Developer

Add

App Name  
Developer

Add

App Name  
Developer

Add

App Name  
Developer

Add

App Name

Cancel

Done

Cancel

Save



Overview

Collections

Create new collection

Name

Upload

Apps

Add a new app

Add App(s)

X

Search

App Added

App Name  
Developer

Add

App Name  
Developer

Add

App Name  
Developer

Add

App Name  
Developer

Add

App Name

Cancel

Done

Ca

Save

Overview

Collections

Create new collection

Name

Graphic

Upload

Collection Name

Apps

App Name

Developer

Remove

Add app

Cancel

Save

Edit / remove collection

Search



Create new collection

Edit / remove collection


Search

Create new collection

Best of the Best

App name, app name, app name, app name ...

Edit



Collection Name

App name, app name, app name, app name ...

Edit

Edit collection

Name

Best of the Best

Graphic

Upload

Best of the Best

Apps

App Name  
Developer

Remove

App Name  
Developer

Remove

App Name  
Developer

Remove

App Name  
Developer

Remove

App Name  
Developer

Remove

Add app

Operator shelf

Brazil - Movistar

Edit

Home

FEATURED: Pulse, Facebook, Twitter, Cut the rope, YeahCat!

COLLECTIONS: Starter Pack, Best of the Best

Games

FEATURED: Puzzles and Dragons, HayDay, Command & Conquer, Cut the rope, Pacman

Music

FEATURED: Rapster, SoundCloud, Lorem, Ipsum

Colombia - Movistar

Edit

Home

FEATURED: Pulse, Facebook, Twitter, Cut the rope, YeahCat!

COLLECTIONS: Starter Pack, Best of the Best

Germany - DT

Edit

Home

FEATURED: Pulse, Facebook, Twitter, Cut the rope, YeahCat!

Operator shelf

Transformers, Inspector Gadget, He-man

Hungary - DT

Edit

Montenegro - Telefonica

Edit

Venezuela - Telefonica

Edit

Edit Germany - DT

Home screen

Copy layout from other region

Promotional area 1

Edit

Featured apps list

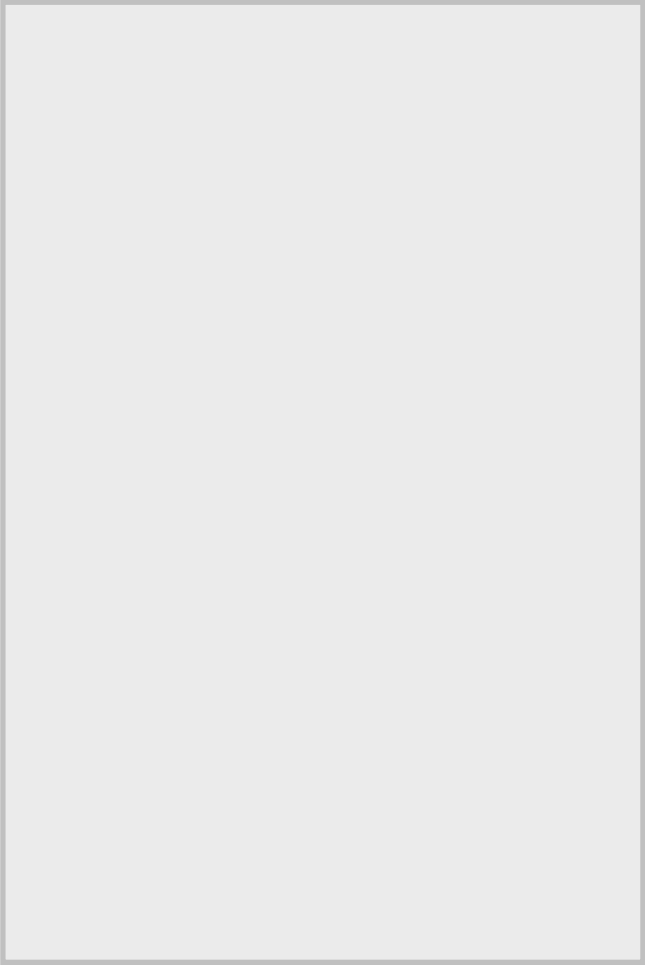
- App Name  
Developer
- App Name  
Developer
- App Name  
Developer

Promotional area 2

Edit

Choose type

Preview





Edit Germany - DT

Home screen

Operator shelf

Games

Books

Business

Education

Entertainment

Health & Fitness

Lifestyle

Maps & Navigation

Music

News & Weather

Photo & Video

Productivity

Reference

Security

Shopping

Sports

Travel

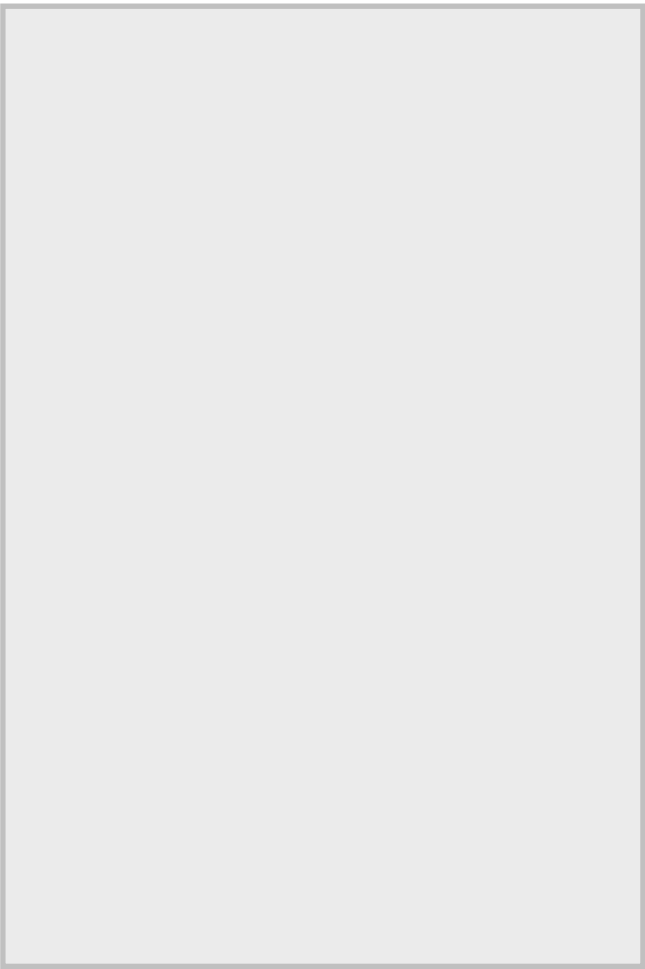
Utilities

Edit

Edit

Copy layout from other region

Preview



Edit Germany - DT

Operator shelf

Copy layout from other region

Vivo apps

Edit

Operator shelf

- Transformers**  
Developer
- Inspector gadget**  
Developer
- He-man**  
Developer

Preview

