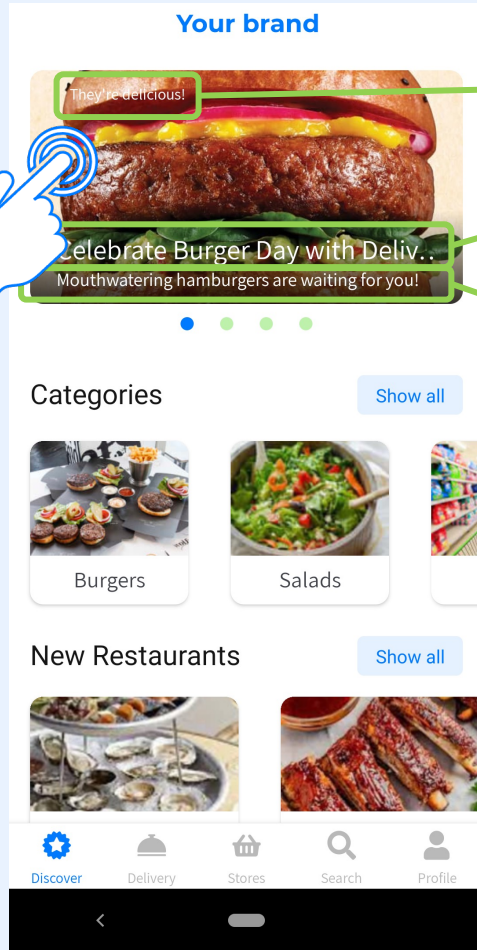# Marketplace Messages

Marketplace Messages are used to send messages to all users of the app. If there is something you want to tell your users about, such a special offer, temporary maintenance, or a part of the app they might otherwise not know about, using Marketplace Messages is the way to do it.

Marketplace Messages come in many different types, as we'll see, some simpler than others. For example, the message can pop up upon opening the app, or be a banner on the home page. You can choose to send a push notification to the users about the message, and you can choose to send the user to a specific screen when they tap the message.

With Referrals and Custom Lists, you may also create and customize the page the user sees when they tap the message. You can read about how this is done in this guide.
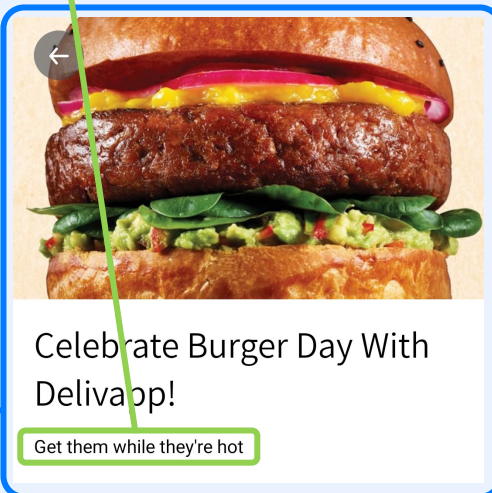
Marketplace messages

Marketplace messages are messages sent to the users. They can be promotions, informational messages, or alerts about the state of the app.

In-app view

Your brand

They're delicious!

Celebrate Burger Day with Deliv...

Mouthwatering hamburgers are waiting for you!

Categories
Show all

Burgers

Salads

New Restaurants
Show all

Discover Delivery Stores Search Profile

1 — Message Tag

2 — Message Title

3 — Message Subtitle

4 — Message Message

Celebrate Burger Day With Delivapp!

Get them while they're hot

Once created, you can toggle marketplace messages on or off.

Telegram		
Regions		
Service cities		
Named places		
Control centers		
Operation mode		
Search Shortcuts		
Business categories		
Payments configuration		
Discounts		
Marketplace messages		
Gift card		

Add   Sort mode   Type to search

Name	Language	Message type	
Celebrate Burger Day with DelivApp!		Article	Yes
Warning		Warning	No
This is a written message	en	Article	Yes
Service shutdown		Service shutdown	No
We added 10 new brands to our platform! Give ...	en	Warning	Yes
Brand promo		Business promotion	Yes
Past orders promo	en	List promotion	Yes

System view

Banner settings   Enabled Yes

Change

Crop fill

Gravity center

Quality mode default

Quality 0

Title
Celebrate Burger Day with DelivApp!

Tag
They're delicious!

Language
en

Subtitle
Mouthwatering hamburgers are waiting for you!

Message type
Article

Send Push

If a language is selected, **only** users of the language will see the message. Otherwise, **all** users will see it.

This sends a push notification to the users.

Message
H1 H2 H3 H4 H5 H6 Blockquote UL OL
Bold Italic Underline Monospace

Get them while they're hot

Marketplace Message types

Marketplaces messages can take different forms, and you can choose what the message will look like and contain from the options below.
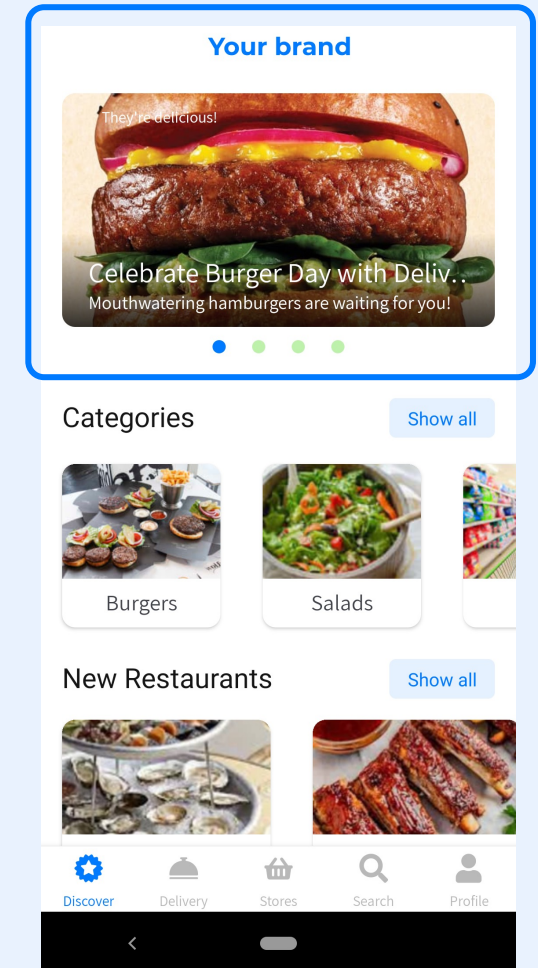
5 Banner – Unclickable, for viewing only. Good for simple messages, such as "Merry Christmas!"

6 Article – Clicking the message will let the user read an article that you've written. Good for long messages interested users can read, such as plans for the app or an award the brand has won.

7 Business promotion – Upon clicking the message, the user is taken to the business of your choice. Good for promotions for specific businesses.

8 Custom list – Upon clicking the message, the user is taken to a business list of your choice. (e.g. favorites, new businesses, special offers.) Good for event promotions, such as special deals for holidays.

9 Referral – Upon clicking, the user is taken to the referral screen where they are explained how to use referral codes.

10 Warning – A message that immediately appears to all users when opening the app. Good for important changes in the app such as a delivery cost increase due to stormy weather.

11 Service Shutdown – Like a warning, but it's impossible to exit out of the box and use the app. Good for app maintenance and complete service shutdowns.

These types will show up at the top of the main screen of the app, as shown below. The user is able to swipe between them, if there are multiple.

Warning

הבנתי
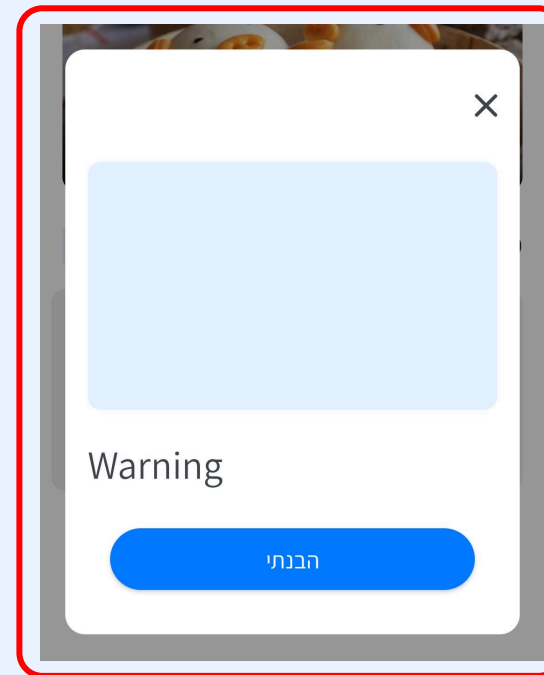
These types will show up to all users when opening the app, as shown above. The app currently does **NOT** work with multiple warnings.

Your brand

They're delicious!

Celebrate Burger Day with Deliv…
Mouthwatering hamburgers are waiting for you!

Categories   Show all

Burgers   Salads

New Restaurants   Show all

Discover   Delivery   Stores   Search   Profile
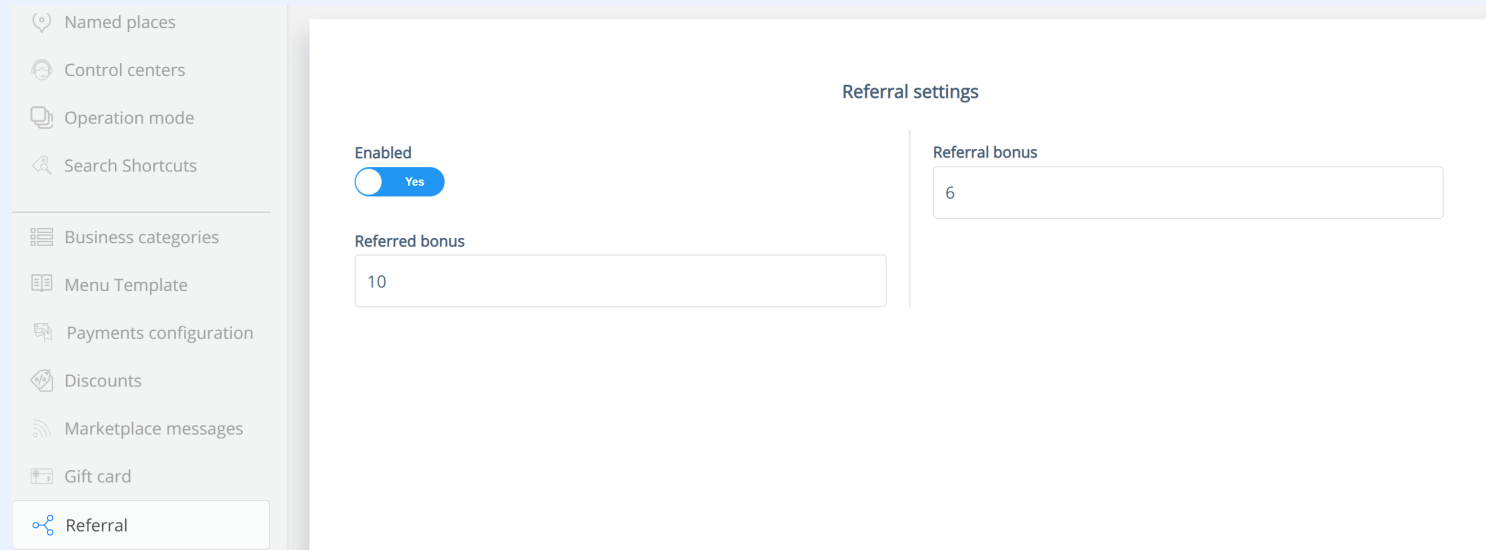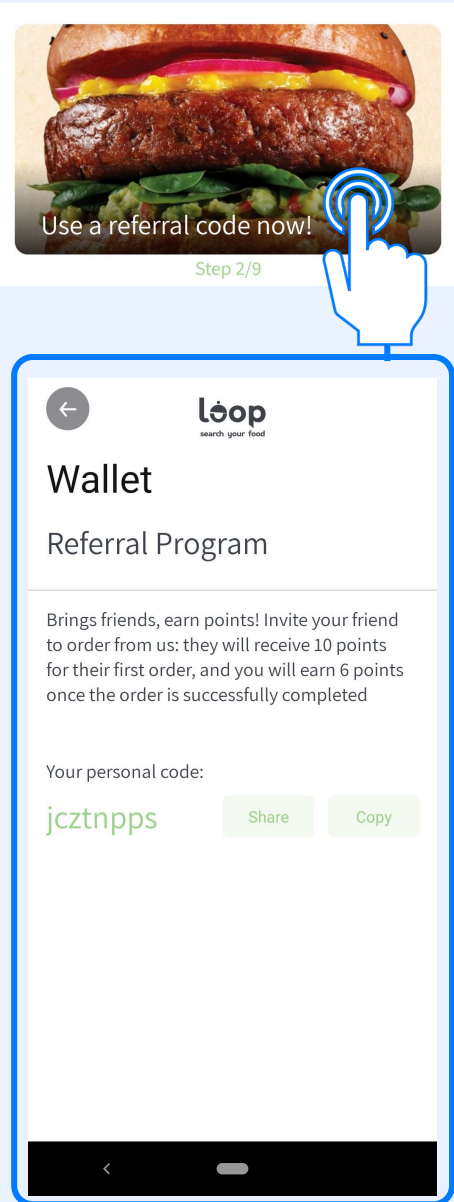
Creating a referral message

Referral Messages link the user to a page where they get a referral code and are explained how it works.

The user can give the referral code to their family and friends when they create an account, which give both the referred and the original user bonus points to spend in the app instead of money.

Each referral code is randomly generated and is unique to the user.

Referral codes are a good method for promoting the app, giving the users a reward for getting more users on board.

By going to the Referral tab, you can enable and disable the referral program, and determine the bonus the user and the referred get from the referral code. (The referral bonus is for the user creating the code, and the referred bonus is for the user using the code when creating an account.)

Use a referral code now!

Step 2/9

loop
search your food

Wallet

Referral Program

Brings friends, earn points! Invite your friend to order from us: they will receive 10 points for their first order, and you will earn 6 points once the order is successfully completed

Your personal code:

jcztnpps   Share   Copy

- Named places
- Control centers
- Operation mode
- Search Shortcuts
- Business categories
- Menu Template
- Payments configuration
- Discounts
- Marketplace messages
- Gift card
- Referral

Referral settings

Enabled
Yes

Referral bonus
6

Referred bonus
10

DelivApp

Custom Lists

Custom list messages are Marketplace Messages promoting lists of businesses chosen by you.

You can choose a premade list, for example History or New, or you can create your own custom list.

Lists can be used to make it more convenient for the user to find what they want; By adding lists such as "New businesses" or "History", the user can use these lists instead of searching for them on their own.

Lists can also be used for group promotions, for example "night deals" or "15% off first purchase" lists can be custom made to allow the user to find out about deals they might otherwise miss.

By going to the Discovery tab, you can add a new list and determine whether it's enabled, (1) the list type (2) and the list name. (3) You can add different names of the same list for different languages.

The different list types are: Custom, New, Offers, Favorites, History, Categories.

If the list type selected is Custom, you can add the businesses of your choice to the "Business Items" list as well as change the order of the items.

Left panel (phone mockups)

David Custom list Tag

David Custom list title
David Custom list subtitle

Step 3/10

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loop
search your food

New Restaurants

Sorry, there are no active businesses at the moment. Please come back later

Change   ההסתדרות, 44

Discover   Delivery   Stores   Search   Profile

Right panel (settings form)

Visible
(1) Yes

List type
(2) Custom

Select language

Category name
(3) English   My list

Business items

Add

Add

test_7

TestRest

Test for Tabit Menu

David Golda Test

Save   Cancel

DelivApp