

What is a feed?

A feed is a stream of content that you can scroll through. The content appears in similar-looking blocks that repeat one after the other. A feed can be editorial (like, a list of articles or news) or listings (like, a list of products and services). Feeds can appear anywhere on the page.

Note: For In-feed ads, a feed does not refer to a web syndication feed, such as RSS.

Feeds can include:

- Homepage main feed (like, a news feed)
- Product or services results main feed
- Horizontal feed
- Text-only feed

You could have a site that has a different feed on a mobile versus a desktop device.

Example

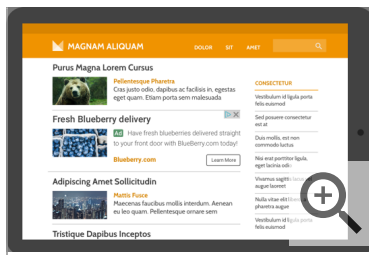
A desktop grid layout becomes a feed when viewed on a mobile device.
You can create separate In-feed ads for the different screen sizes.

Tip: The width of your feed must be greater than 250 pixels to show In-feed ads.

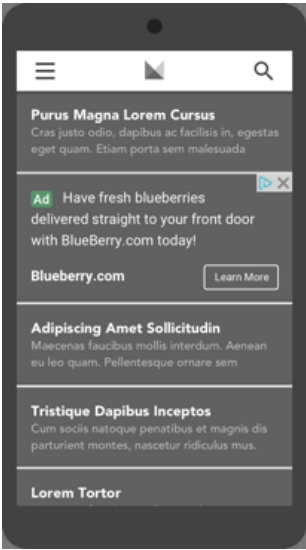
Examples

The following examples include a Homepage and text-only feed.

Homepage feed:



Text-only feed:



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