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DIGITAL PRODUCTS IN GLOBAL PLATFORM ECOSYSTEMS

The article examines the specific features of the functioning of mobile applications within the ecosystems of global digital platforms, taking into account the role of algorithmic mechanisms in shaping their visibility and operational effectiveness. The relevance of the study is driven by the increasing competition in the mobile applications market, the high level of saturation of platform ecosystems, and the need to adapt marketing strategies to the conditions of an algorithm-driven environment.

The concept of algorithmic branding is substantiated as a process of shaping the visibility and perception of a mobile application within the platform environment, which occurs through user interaction and the mechanisms of ranking, recommendations, and rating systems. It is determined that an application's position in platform listings influences user choice, the formation of trust, and the subsequent intensity of use, which ultimately affects financial performance. A methodological approach to evaluating the effectiveness of mobile applications is proposed based on indicators of user interaction, evaluation, and monetization, which make it possible to characterize different aspects of their functioning within the platform environment. An empirical analysis of mobile applications included in the top 10 by revenue in Google Play is conducted across social, gaming, and service categories.

The results of the study reveal differences in the models of effectiveness formation depending on the application category. The practical significance of the study lies in identifying directions for adapting marketing strategies of mobile applications depending on the specifics of their functioning within the platform environment, which allows improving the efficiency of marketing resource use and ensuring better alignment of digital products with the logic of algorithmic ranking.

Keywords: global digital platforms, mobile applications, branding, digital ecosystems, digital product positioning, trust transfer, recommendation algorithms, brand awareness.