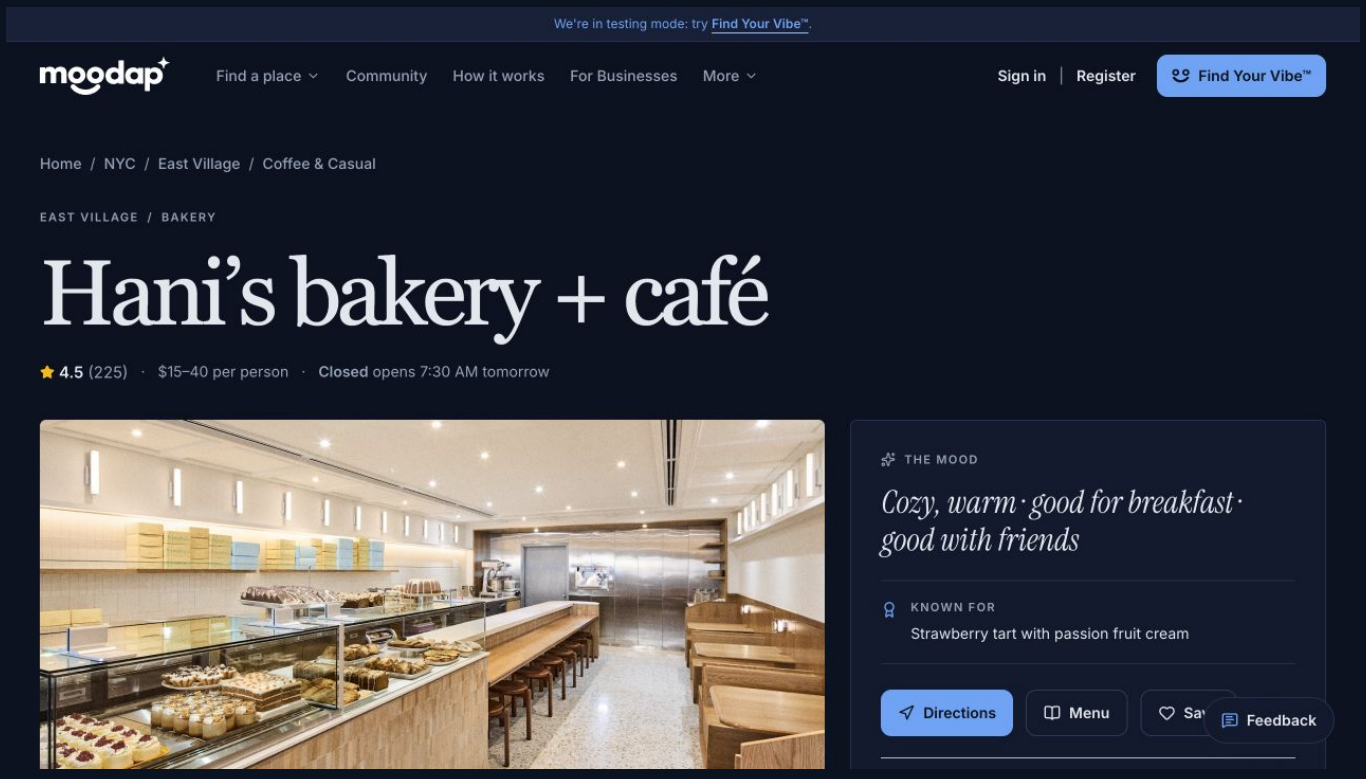
MOODAP

MEDIA KIT / NOVEMBER 2026

Explore NYC.
Find your next place.

A place in Manhattan.
An outing that feels like you.

LIVE PRODUCT / PUBLIC TESTING

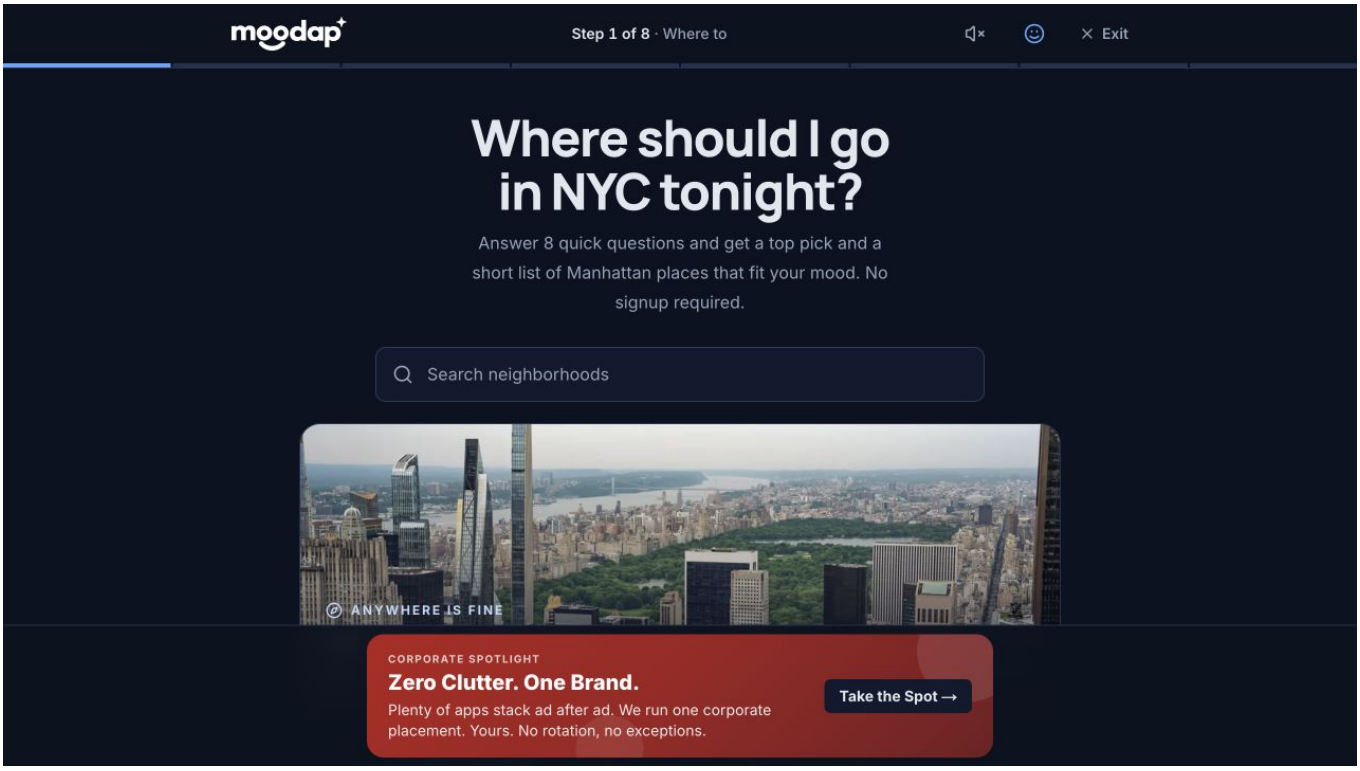


Moodap.com is the explore platform for NYC businesses, restaurants and places to go. Its separate Find Things to Do in NYC quiz asks eight questions and recommends places at www.findthingstodoinnyc.com.

moodap.com · www.findthingstodoinnyc.com

THE LIVE PRODUCT

From an idea to a place to go.



Find Things to Do in NYC on www.findthingstodoinnyc.com. Live screen captured 3 November 2026.

01 Tell us the outing

Choose where and when, then the kind of place, setting, company, energy and budget. Leave preferences open when you want Moodap to decide.

02 Meet your matches

See a top pick and a short list, with reasons they fit. When a preference is relaxed, the result explains what changed.

03 Take the next step

Open a venue profile for hours, contact details, photos and available menu or booking links. Sign in to save a place or add it to a plan.

Free to explore. No account or download is needed to see matches. Saving places and plans requires sign-in. Business owners can claim and manage their profile for free.

FACTS AND CONTEXT

A snapshot you can source.

25,572

Active venue records

Public catalogue snapshot, 3 Nov 2026

45

Manhattan neighborhoods

Current discovery coverage

639K

Google search impressions

1-31 October 2026; rounded

2.36K

Google search clicks

1-31 October 2026; rounded

WHAT THE FIGURES MEAN

Search figures come from Google Search Console for the moodap.com domain property: Web search, all countries and devices, 1-31 October 2026, checked 3 November. Impressions count appearances in search results; clicks count visits from those results. Neither is a count of unique users, quiz completions, bookings or revenue.

CATALOGUE SCOPE

The venue figure is the active public catalogue total displayed on moodap.com/press on 3 November. It is not the number eligible for any individual quiz result. The live page refreshes its total hourly; this document preserves the dated snapshot.

CURRENT FOCUS AND LONGER-TERM AMBITION

Moodap is improving Manhattan discovery, venue information and the path from a profile to a useful match. Broader coverage and integrated booking, ordering and rides are ambitions, not live transaction services or dated launch commitments. Available venue links may lead to external providers.

Explore the live product

FOR EDITORS AND WRITERS

The story starts with the outing.

Discovery by experience

How does choosing a place change when the starting point is the mood, company and plan? Try the same outing with different preferences.

Independent venues, practical profiles

Venue pages bring together visit information, photos, menus and available amenities. Owners can claim and manage a free profile.

From search visibility to product use

The directory is attracting search traffic. The next question is whether visitors try Find Things to Do in NYC, use a pick and return.

ABOUT MOODAP

Moodap is a free discovery platform for places in Manhattan. Its Find Things to Do in NYC experience asks about the outing someone wants, then suggests a top pick and a short list with reasons they fit. Venue profiles bring together practical visit information. Moodap is live in public testing and welcomes feedback.

BRAND AND MEDIA RESOURCES

Use Moodap™ and Find Things to Do in NYC on first mention. Keep logo proportions and colours intact. The accompanying asset bundle contains the wordmark, face mark, app icon and dated product screenshots. Credit screenshots to Moodap; underlying venue photography remains credited to its respective sources.

The Moodap team

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Interviews, product walkthroughs and supporting information.
Please include your publication, topic and deadline.