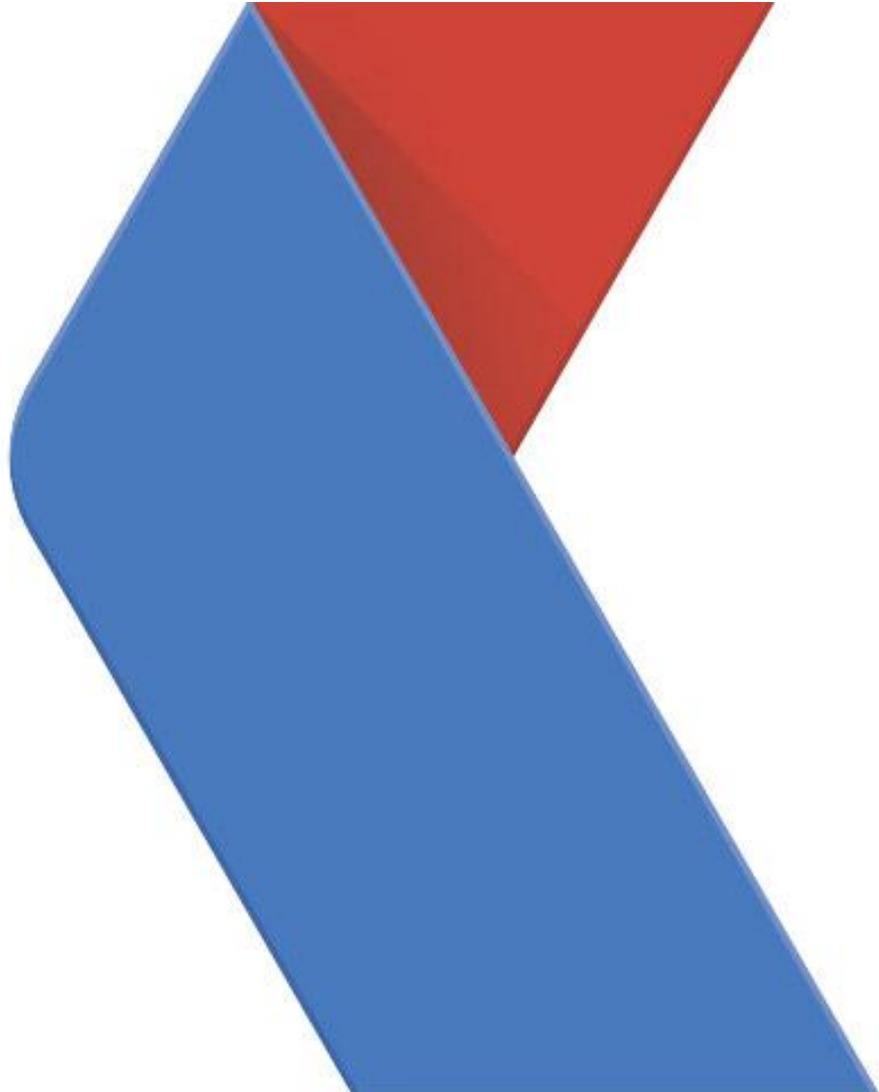


Firestore Overview

December 8, 2016



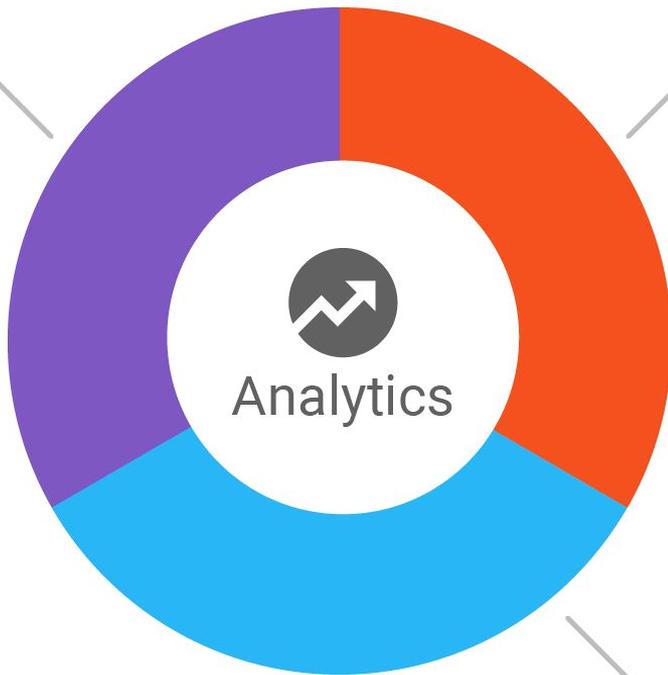
Develop

Backend Services

- Realtime Database
- Authentication
- Hosting
- Storage
- Cloud Messaging
- Remote Config

App Quality Services

- Test Lab for Android
- Crash Reporting



Grow

Acquisition

- Dynamic Links
- Invites
- AdWords

Re-Engagement

- Notifications
- App Indexing

Earn

In-app Ads

- AdMob



Analytics

- Designed for apps
- Event and user centric
- Connects across Firebase
- **Free & unlimited**





Analytics

DEVELOP

Auth

Database

Storage

Hosting

Remote Config

Test Lab

Crash

GROW

Notifications

Dynamic Links

EARN

AdMob

 Blaze
Pay as you go

[MODIFY](#)

[ADD APP](#)

Your mobile apps

com.redhotlabs
⋮

Analytics (last 30 days)

134

Monthly active users

\$0

In-app purchases

Crashes (30 days)

0

Users impacted

0

Errors

com.redhotlabs.bingo
⋮

Analytics (last 30 days)

22.7K

Monthly active users

\$2,021

In-app purchases

Crashes (30 days)

2.87K

Users impacted

6.57K

Errors

com.redhotlabs.bingo
⋮

Analytics (last 30 days)

5.33K

Monthly active users

\$3,065

In-app purchases

Crashes (30 days)

2.64K

Users impacted

9.1K

Errors

rer
⋮

Explore Firebase Analytics →

0

Monthly active users

\$0

In-app purchases

Crashes (30 days)

0

Users impacted

0

Errors



Developing Apps

Develop

Backend Services

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Realtime Database

- Cloud-hosted NoSQL database
- Synchronization & conflict resolution
- Access directly from your app





Realtime Database





Realtime Database

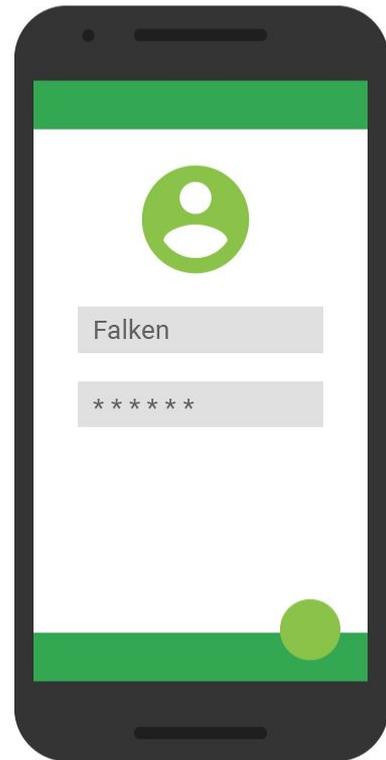




Authentication

- Authentication & account management
- Supports:
 - Email & password
 - Google, Facebook, Twitter, and GitHub sign-in
 - Existing auth systems

Out-of-the box UI





Hosting

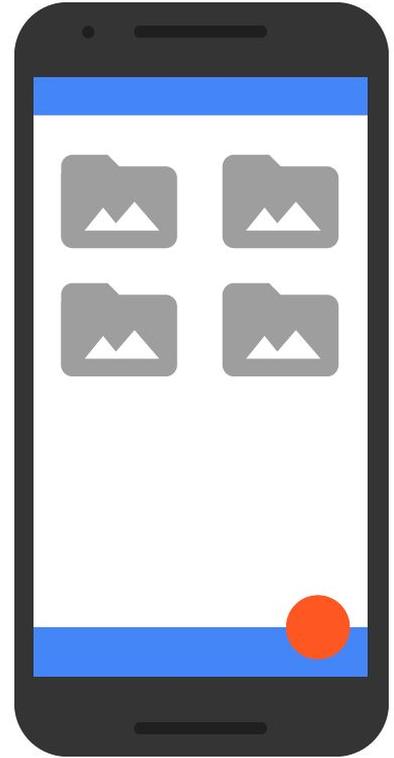
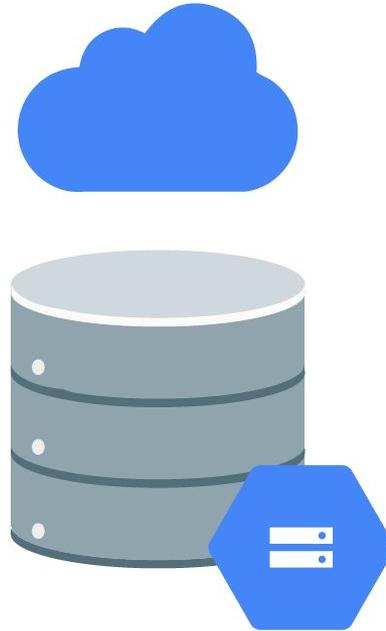
- Serve static assets
- SSL by default
- Custom domains





Storage

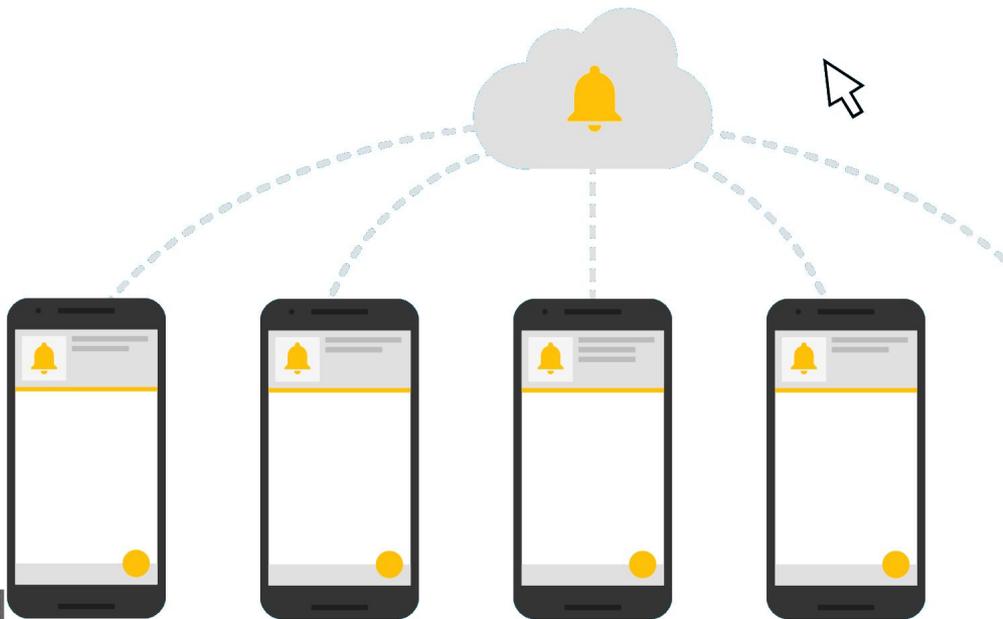
- Easy file storage
- Handles poor connectivity
- Backed by & accessible from Google Cloud Storage





Firebase Cloud Messaging

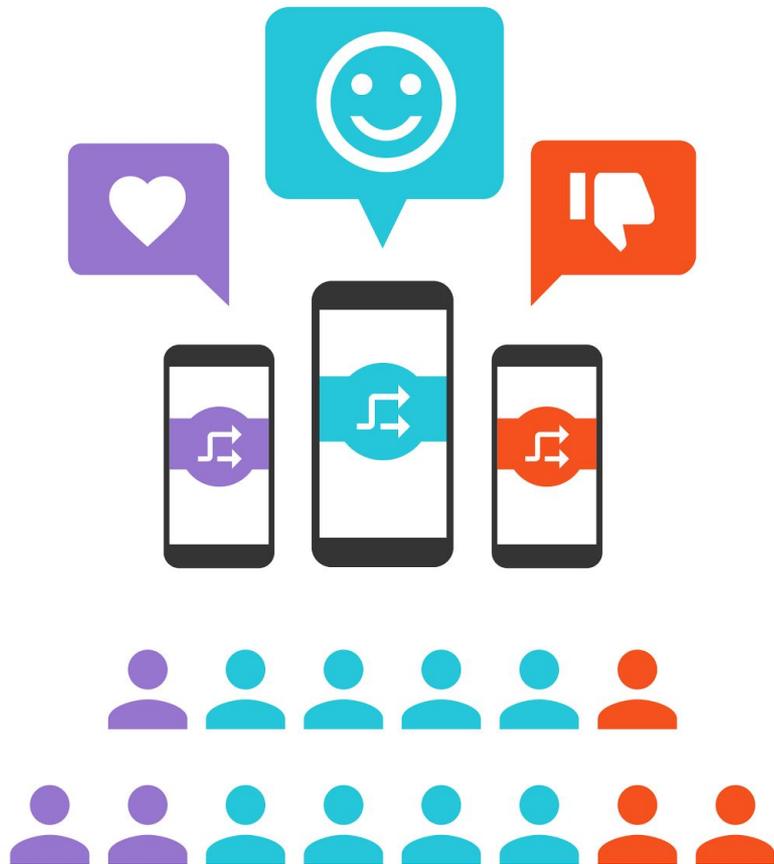
- No Cost cross-platform messaging solution
- Notifications to drive user interaction
- Versatile Messaging Targeting





Remote Config

- Server-side variables
- Modify without deploying
- Integrated with Analytics





Test Lab for Android

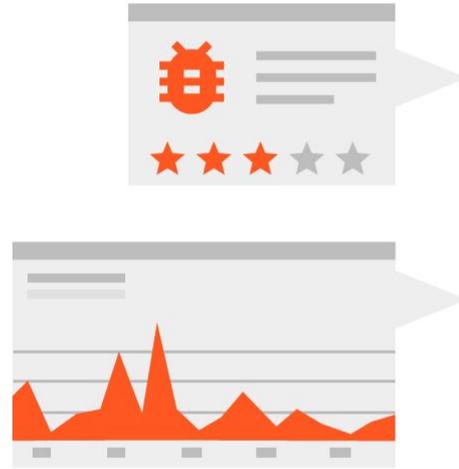
- Test on the most popular devices before you ship
- Reports & screenshots
- Robo & custom tests





Crash Reporting

- See crashes & impact
- Version & OS drill-down
- Integrated with Analytics





Growing a Business

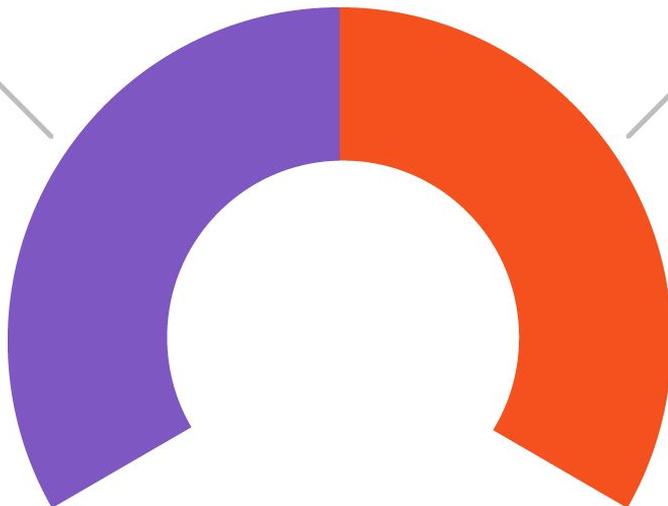
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Grow

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- Invites
- AdWords

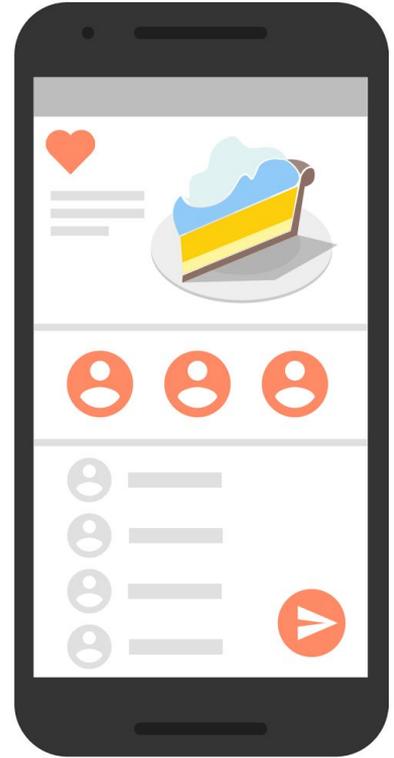
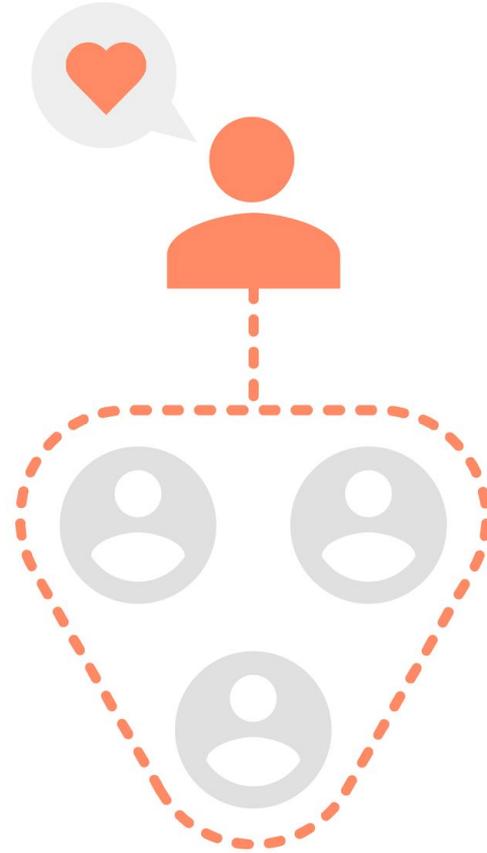
Re-Engagement

- Notifications
- App Indexing



Invites

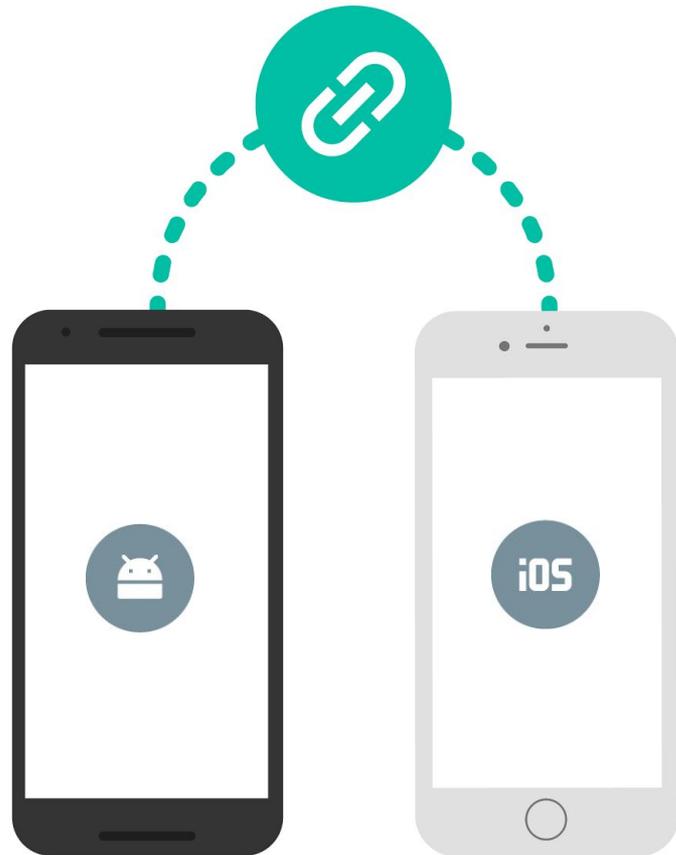
- Drop-in widget for app sharing
- Supports SMS and Email
- Recipient suggestions from Google
- Built on Dynamic Links





Dynamic Links

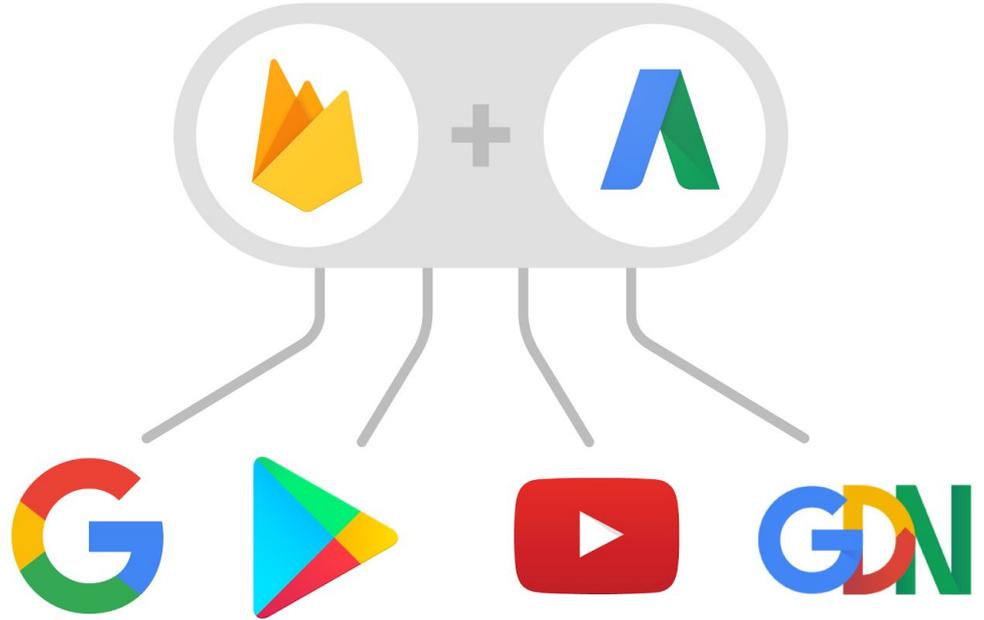
- Customize different user experiences via a single URL
- Works across platforms
- Preserves URL state, even through app install flow
- Analytics insights





Google AdWords

- Universal App Campaigns
- 2B downloads to date
- Android & iOS
- Audience targeting
- Conversion tracking and optimization





App Indexing

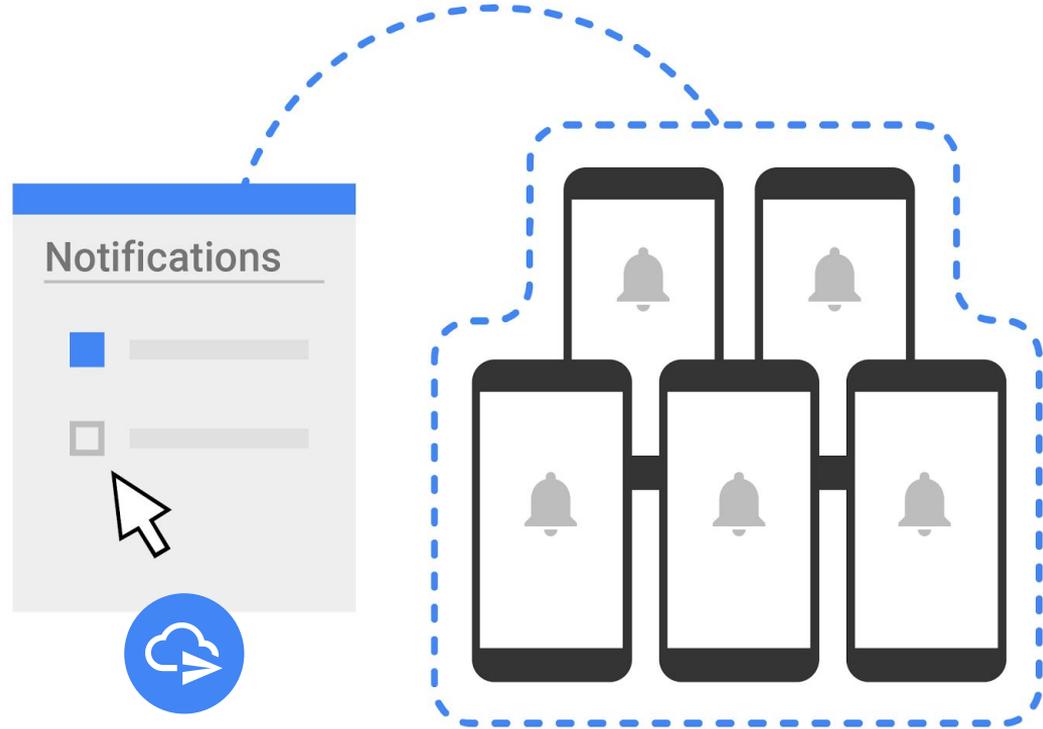
- Integrate with Google Search
- Index app content and personal content
- Improve search ranking





Notifications

- Simple UI, with no coding
- Built on Cloud Messaging
- Audience targeting
- Conversion funnel insights





Earning Money

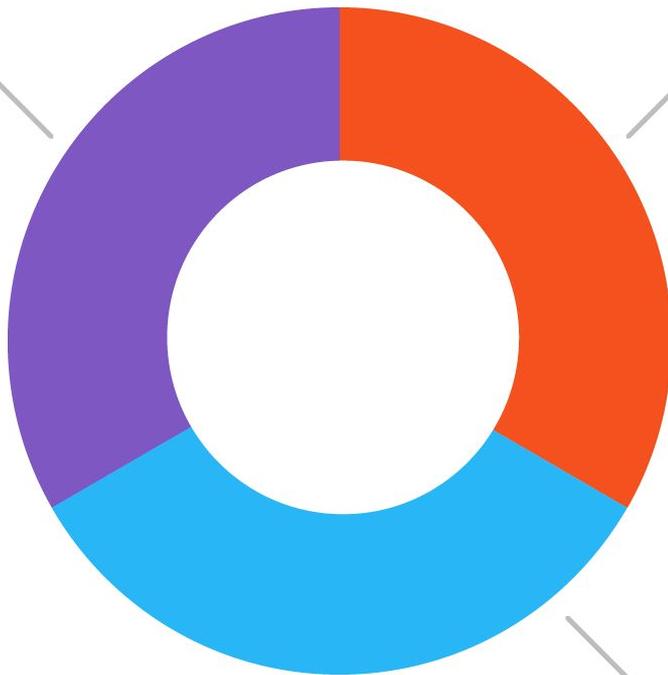
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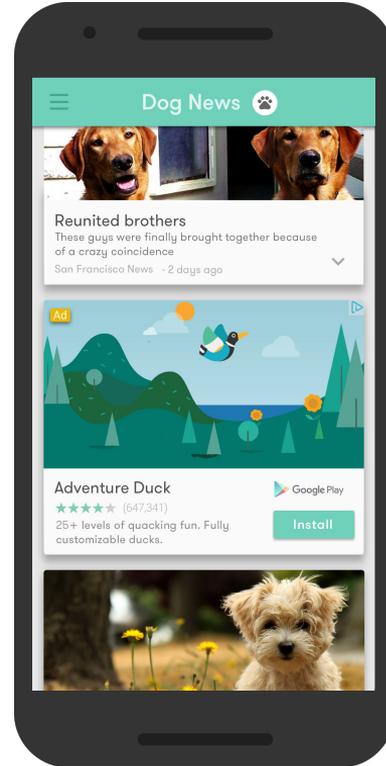
In-app Ads

- AdMob



AdMob by Google

- Engaging formats: video, interstitial & native
- 1M+ apps using AdMob
- Integrated with Firebase SDK



Thank You!