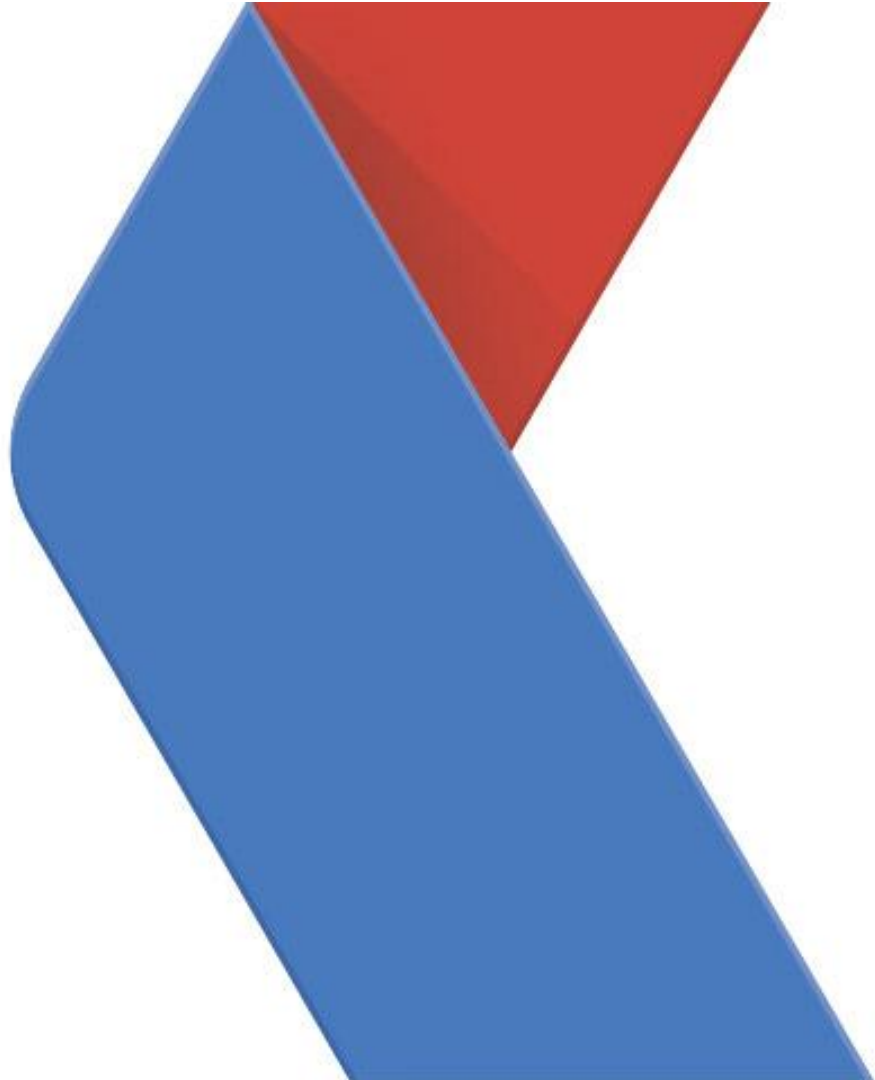


Firestore Overview

December 8, 2016



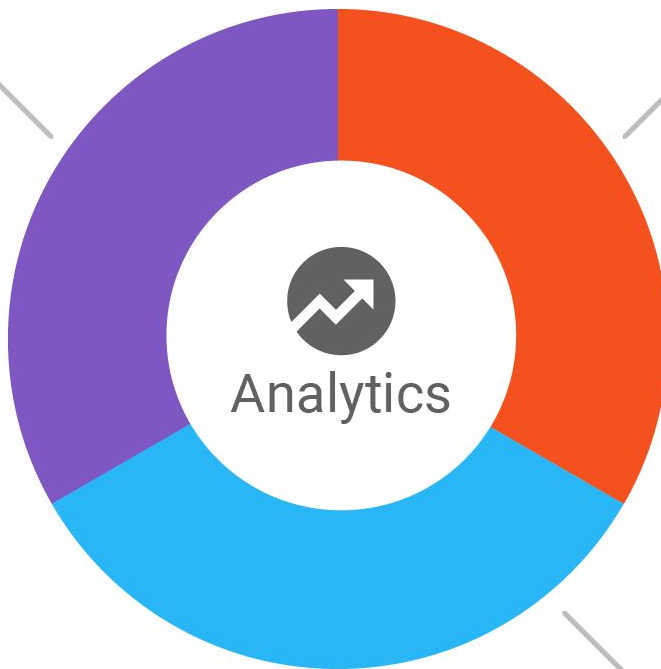
Develop

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**





DEVELOP

GROW



EARN

MODIFY



Your mobile apps

ADD APP


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

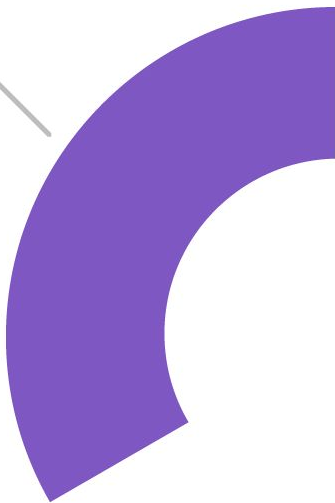
Develop

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Realtime Database

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





Realtime Database





Realtime Database

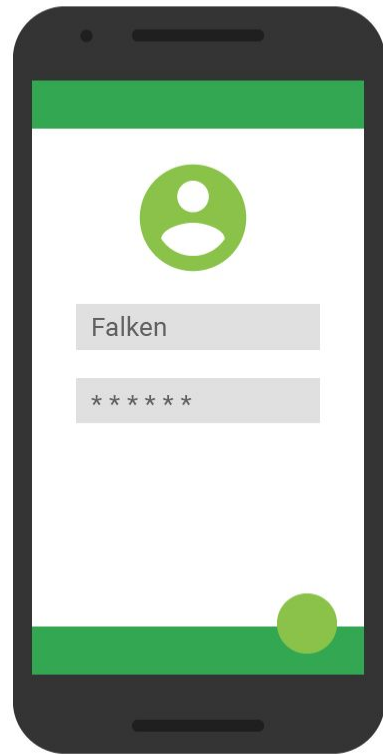




Authentication

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

Out-of-the box UI





Hosting

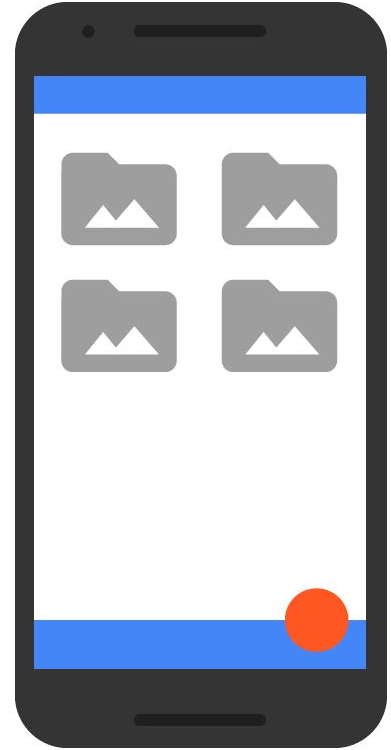
- Serve static assets
- SSL by default
- Custom domains





Storage

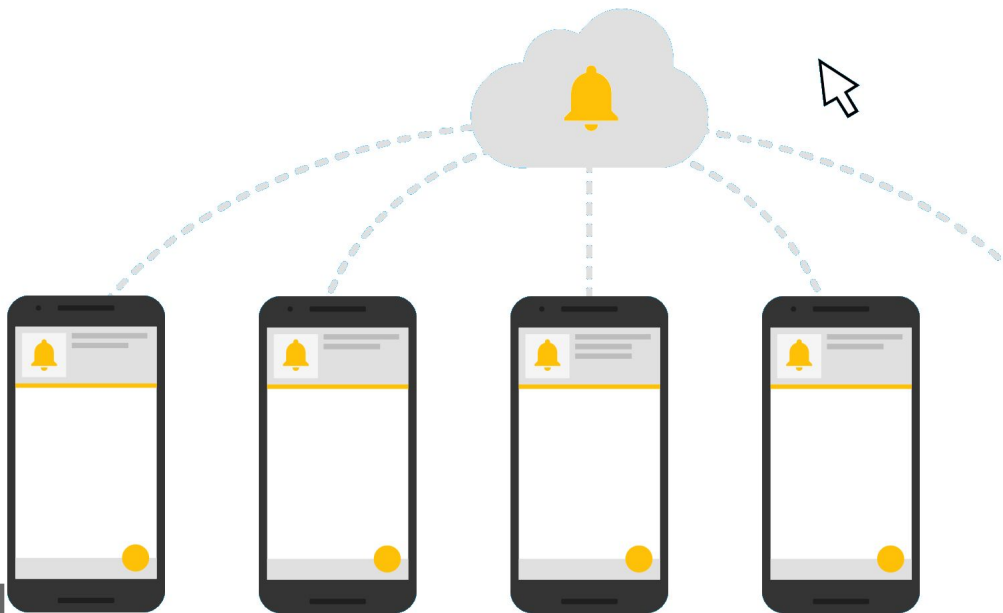
- Easy file storage
- Handles poor connectivity
- Backed by & accessible from Google Cloud Storage





Firebase Cloud Messaging

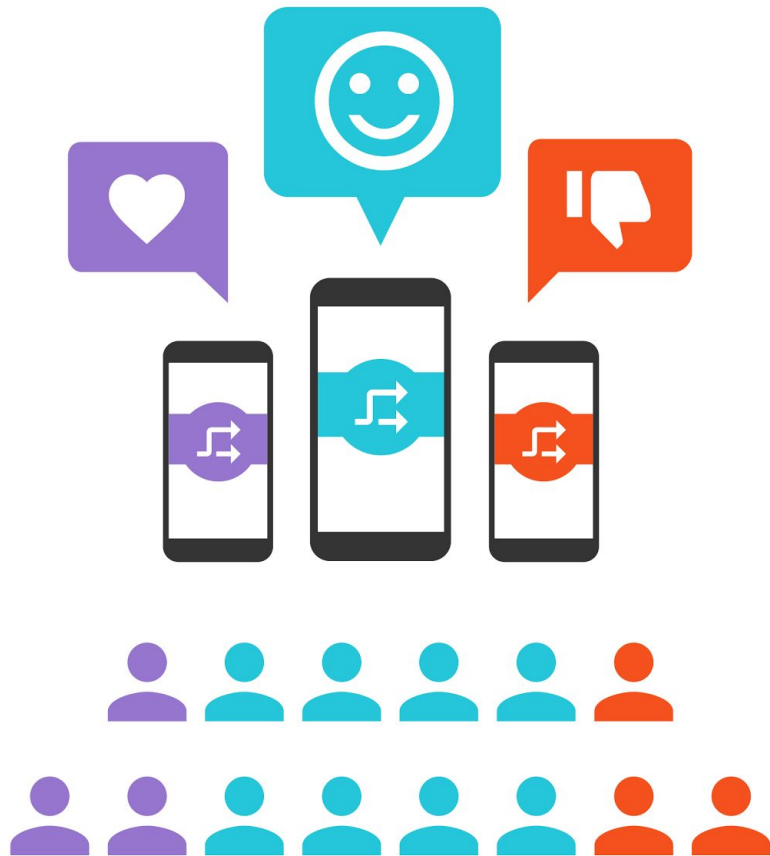
- No Cost cross-platform messaging solution
- Notifications to drive user interaction
- Versatile Messaging Targeting





Remote Config

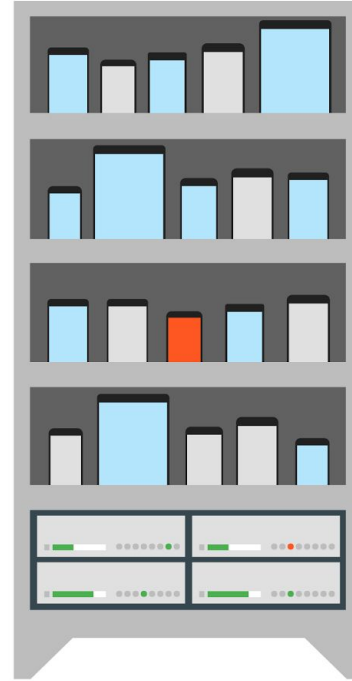
- Server-side variables
- Modify without deploying
- Integrated with Analytics





Test Lab for Android

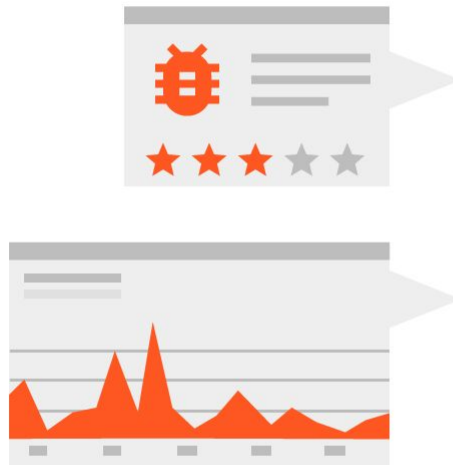
- Test on the most popular devices before you ship
- Reports & screenshots
- Robo & custom tests





Crash Reporting

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





Growing a Business

Develop

Backend Services

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App Quality Services

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- Crash Reporting



Grow

Acquisition

- Dynamic Links
- Invites
- AdWords

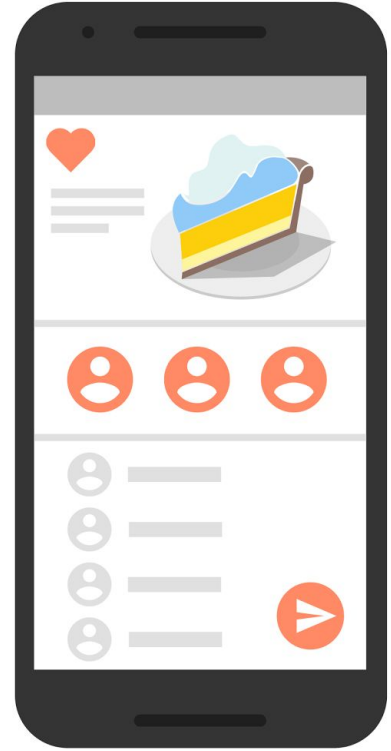
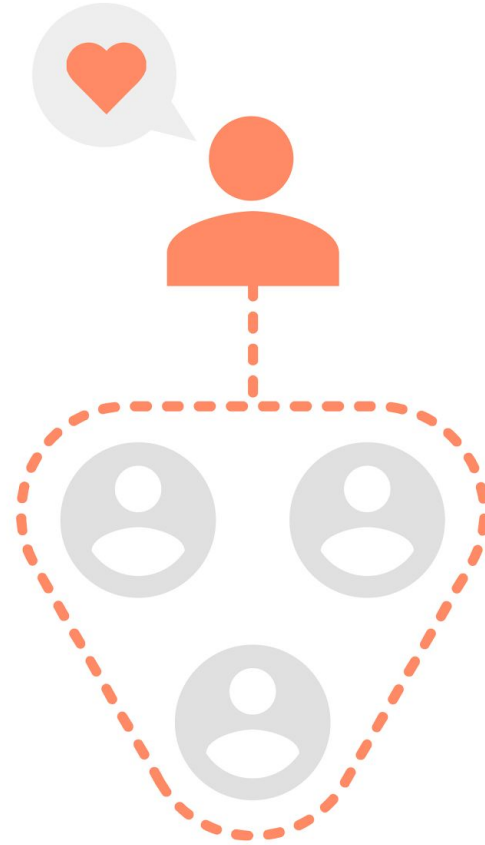
Re-Engagement

- Notifications
- App Indexing



Invites

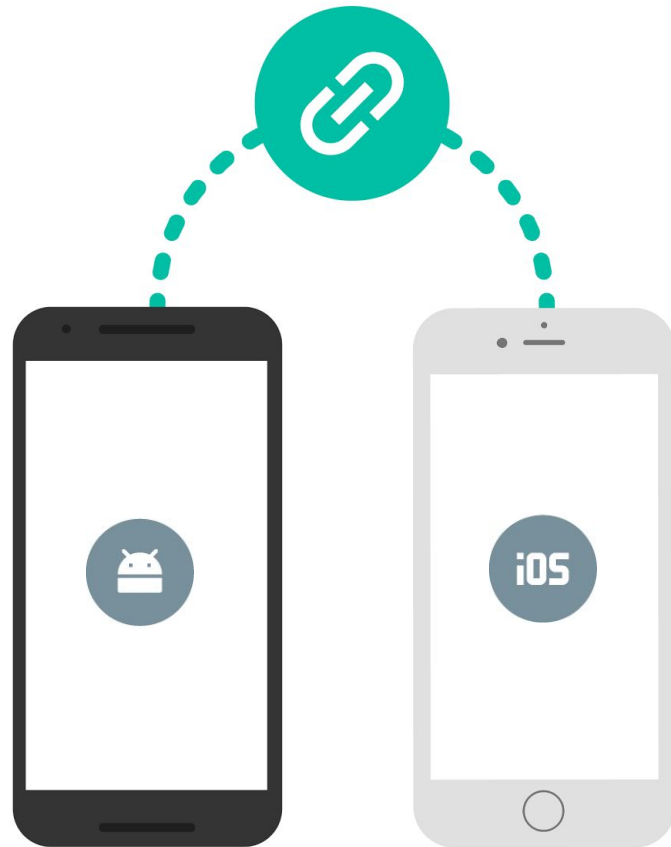
- Drop-in widget for app sharing
- Supports SMS and Email
- Recipient suggestions from Google
- Built on Dynamic Links





Dynamic Links

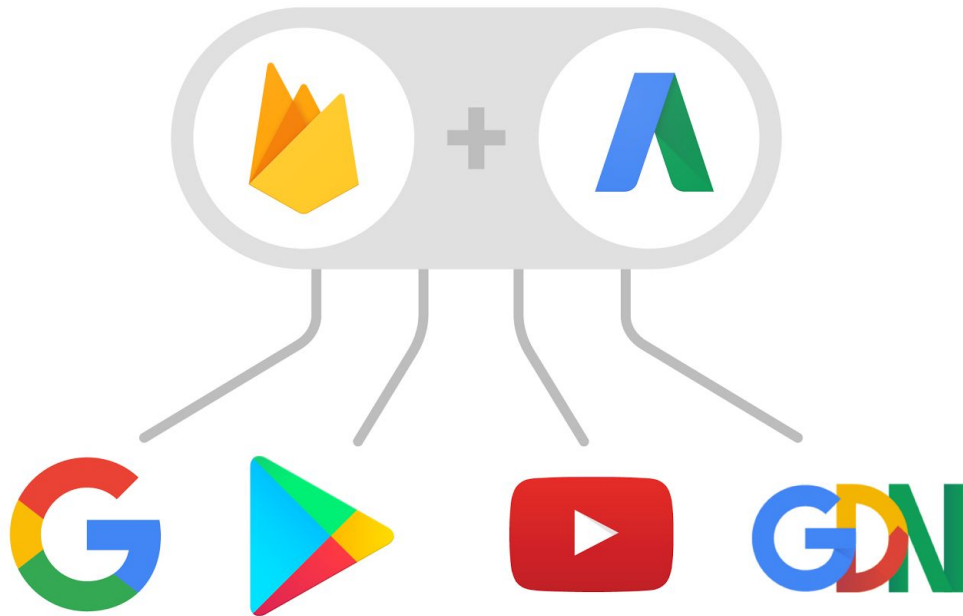
- Customize different user experiences via a single URL
- Works across platforms
- Preserves URL state, even through app install flow
- Analytics insights





Google AdWords

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





App Indexing

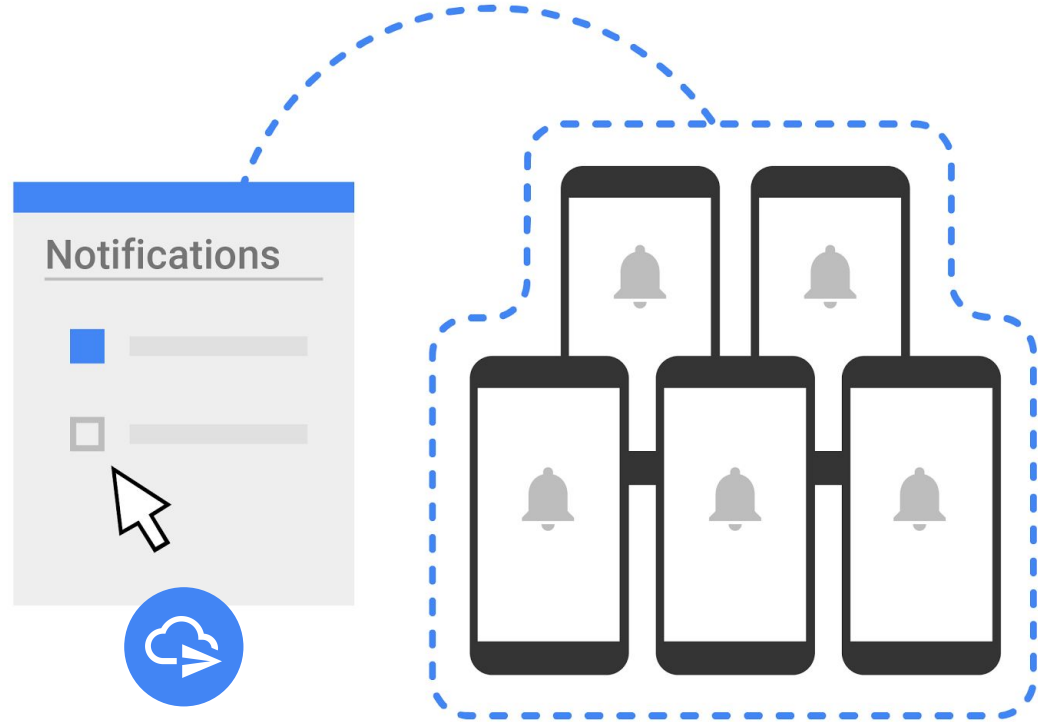
- Integrate with Google Search
- Index app content and personal content
- Improve search ranking





Notifications

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





Earning Money

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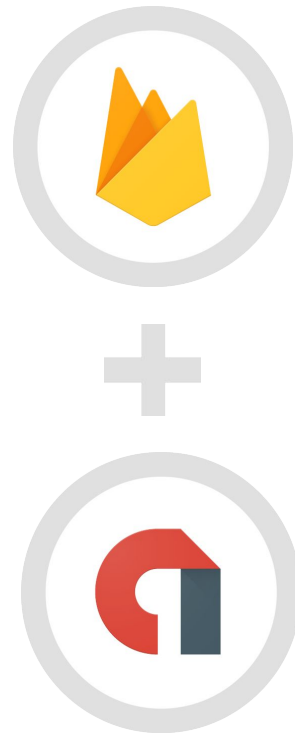
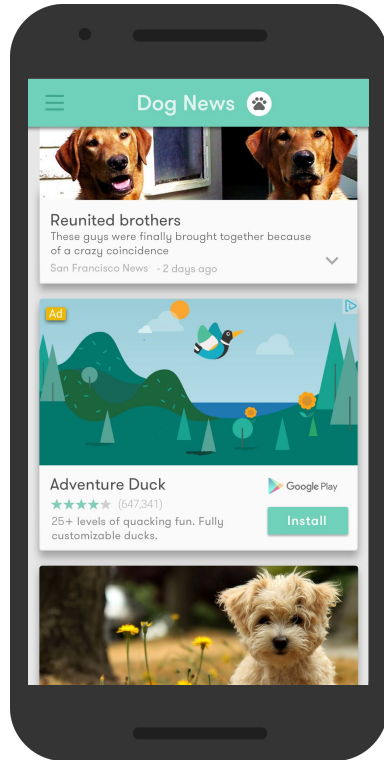
In-app Ads

- AdMob



AdMob by Google

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



Thank You!