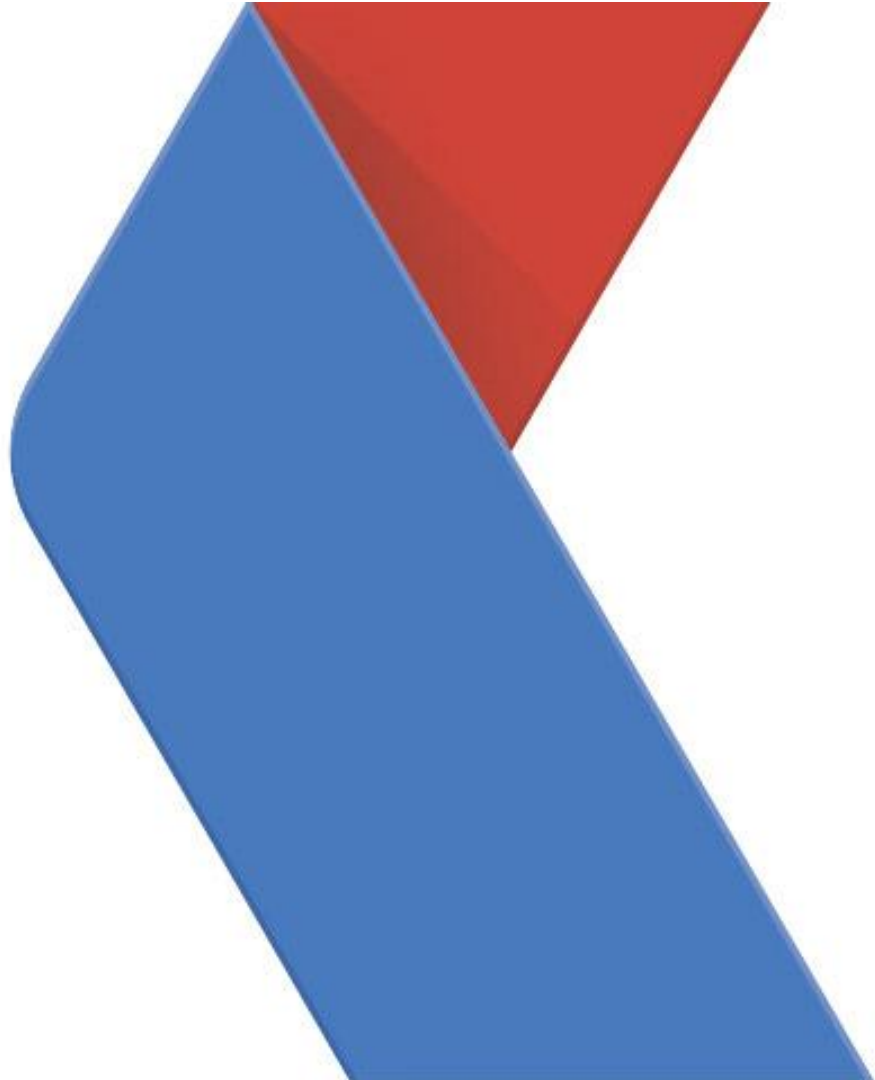


Firestore Cloud Messaging and Notifications

December 7, 2016



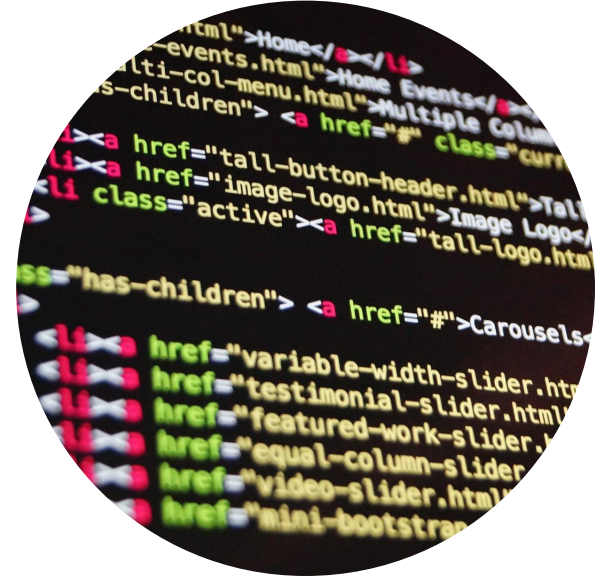
Outline



Notifications



Cloud
Messaging



Demos

Firestore Notifications



Cloud
Messaging

Firestore Notifications

Re-Engage your Users Through Notifications

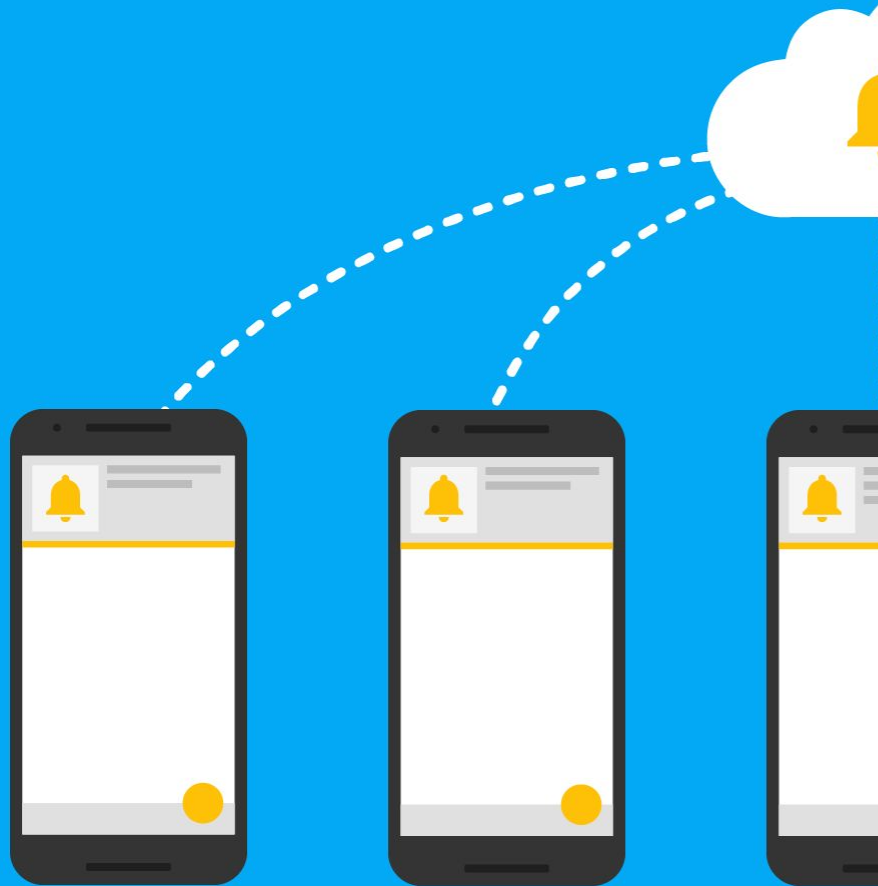
Foster App Growth

Support Marketing Campaigns

No Code Necessary



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```
dependencies {  
    compile 'com.google.firebase:firebase-messaging:9.0.0'  
}
```



Demo

Firestore Notifications

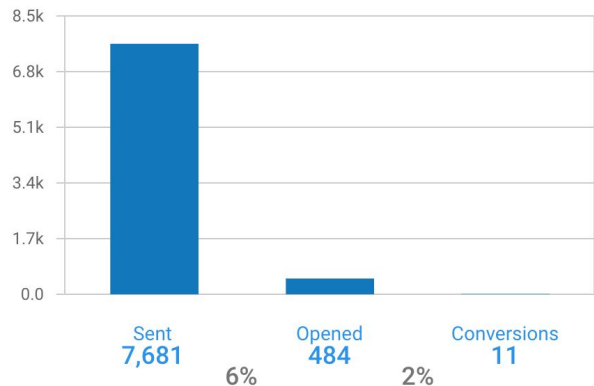
Notifications

Message	Status [?]	Delivery date [?]	Platform	Target estimate [?]	Open rate [?]
Level up to unlock new cities. Play n...	✓ Completed	19 Aug 2016 12:00 		1K-10K	—
Level up in Bingo Blast to unlock ne...	✓ Completed	9 Aug 2016 14:42		1K-10K	—

Notifications funnel

Apps

☒  com.redhotlabs.bingo





AndroidManifest.xml

```
<service  
    android:name=".MyFirebaseMessagingService">  
    <intent-filter>  
        <action android:name="com.google.firebase.MESSAGING_EVENT"/>  
    </intent-filter>  
</service>
```





Implementation Class

```
public class MyFirebaseMessagingService extends FirebaseMessagingService {  
    private static final String TAG = "MyFirebaseMsgService";
```

```
    @Override
```




```
    public void onMessageReceived(RemoteMessage remoteMessage) {  
        Log.d(TAG, "From: " + remoteMessage.getFrom());  
        Log.d(TAG, "Body: " + remoteMessage.getNotification().getBody());  
    }  
    ...  
}
```



Demo

Firestore Notifications

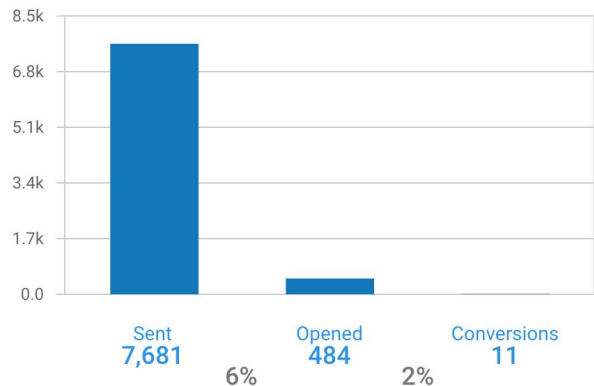
Notifications

Message	Status [?]	Delivery date [?]	Platform	Target estimate [?]	Open rate [?]
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Notifications funnel

Apps

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Cloud Messaging

Notifications



Firestore Cloud Messaging

Reliably deliver and receive messages across platforms

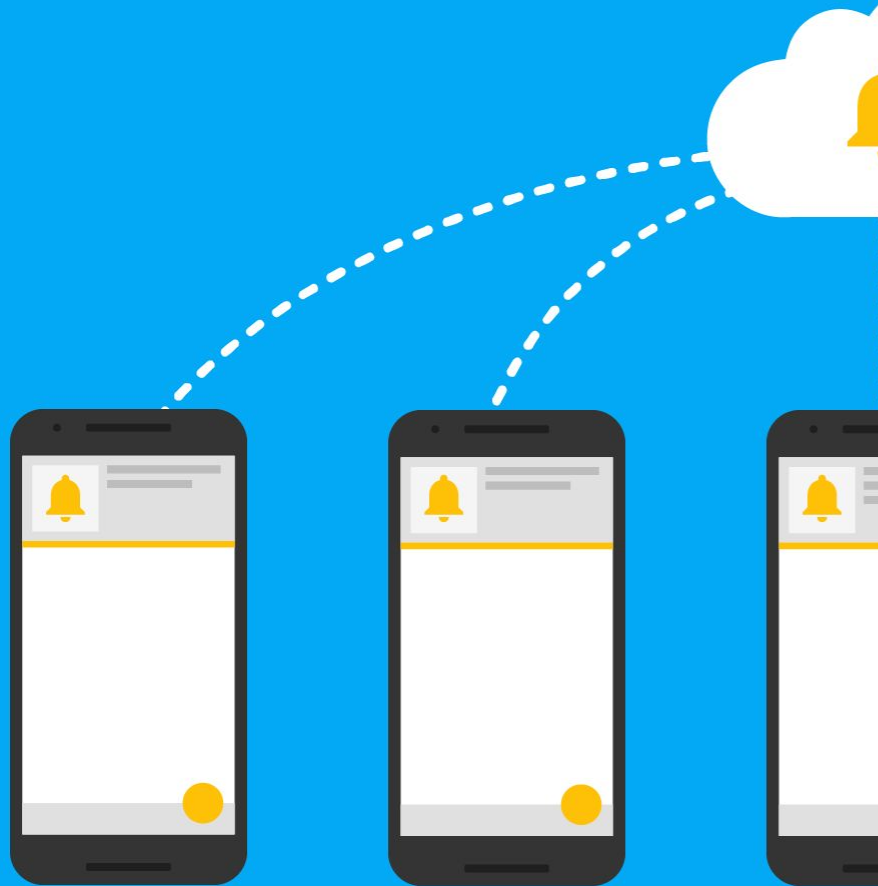
Trillions of Messages per Week

Upstream Messages

Support for Topics

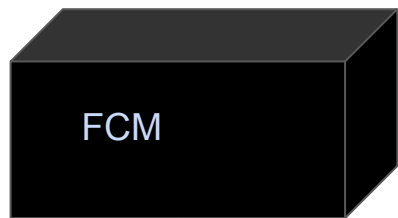


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So what does it look like?



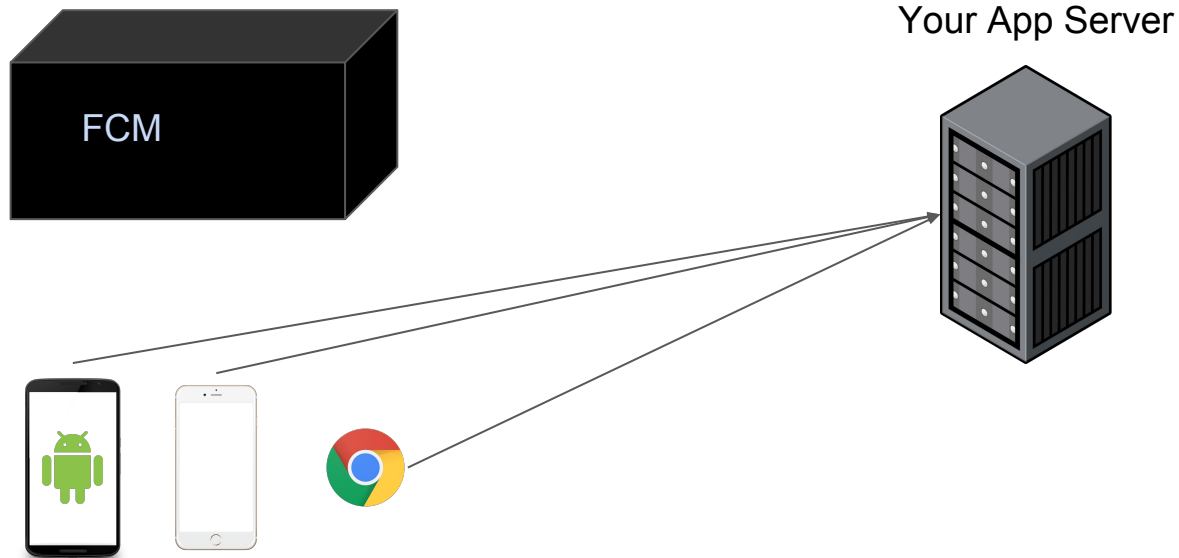
Step 1. Your Apps
Register with FCM



Your App Server

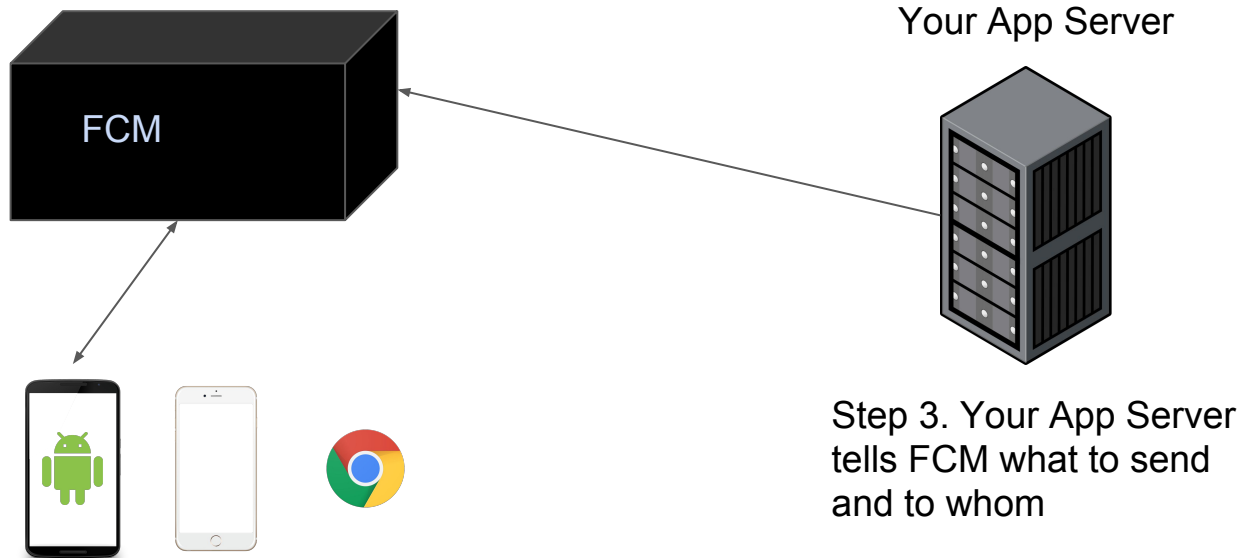


So what does it look like?



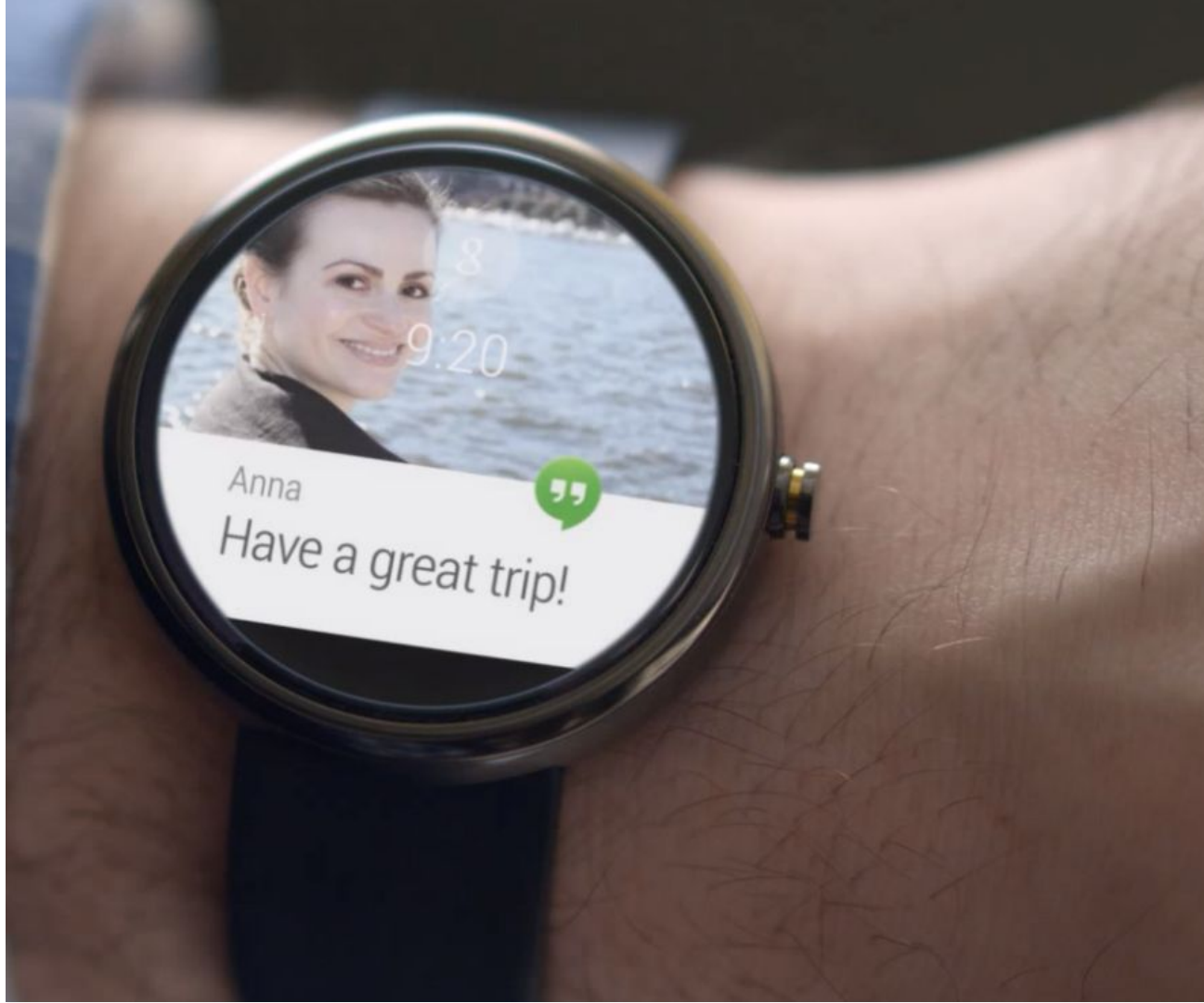
Step 2. Your Apps pass registration details to your server

So what does it look like?



Demo

Firebase Cloud Messaging



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谢谢 !



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