

FEATURES	FIREBASE ANALYTICS	GOOGLE ANALYTICS	GOOGLE ANALYTICS 360	
Advertising & Campaign Performance				
Advertising reports				Ad reports for search, display, social, email and more to view conversion rates and returns across all digital channels.
Adwords				With text-based search ads, graphic display ads, YouTube video ads or in-app mobile ads, you have plenty of ways to reach your target customer with AdWords. (pay when your ads get clicked)
Campaign Measurement	Not realtime (future)			See which of your marketing campaigns are really paying off
Cost Data import				
Custom Campaigns with other ad networks				
Dynamic links				If a user opens a Dynamic Link on iOS or Android, they can be taken directly to the linked content in your native app even if the app is not installed
Indexing				Indexing gets your app into Google Search.
Invites				App referrals and sharing via email or SMS using Dynamic links.
Mobile Ads Measurement				
Remarketing (with Google Display Network)				Re-engage users
Search Engine Optimization		website	website	Understand how Google Web Search queries led visitors to your site
Analysis & Testing				
Annotations				Write shared or private notes on the graphs
Big Query				Storing and querying massive datasets
Content experiments	More advanced than google analytics	website	website	Test which designs are more appealing to the users
Custom reports				
Dashboard				Dashboard with graphs and statistics
Real time reporting	Future			
Subset users	More advanced than google analytics with Audiences			Firebase makes use of Audiences, which is more powerful than the Segments of Google Analytics. It lets you create groups of users based on behaviour, physical traits, if they are frequent buyers, etc. anything
Audience Characteristics & Behaviour				
Audience Data & Reporting				Focus on your audience: the kinds of people they are, where they come from, how they find your content, and how loyal and engaged they are.
Device usage	(iOS, Android)	(Webbrowser)	(Webbrowser)	
Custom Dimensions	More advanced than google analytics			Demographics, purchase history, ..
Flow Visualisation				How users navigate throughout your app
Map Overlay				A clear map view and visitor stats broken down by continent, country and city, you can understand the real origins of your traffic and find the best places to invest for new opportunities.
Traffic Sources			website	How do people find your site/app
Data Collection & Management				
API				
Filters in users	More advanced than google analytics			
User Permissions				Limit the use of your Analytics account for certain users
Sales & Convergence				
Attributions				Give the right amount of credit to all of the digital marketing interactions that affected your sales
Site & App Performance				
Alerts & Intelligence events				Monitor traffic in your apps/website
Event tracking		website		User interaction in your apps
Page Analytics		website		How do users interact with the pages
Site search			website	
Speed Analysis			website	
Other				
Adsense		website	website	Where best to position your ads on your website
App profiles	Android specific (Test Lab)			Different dimensions of devices
Crash Reporting				
Data export	only to other ad networks (future?)		files + other ad networks	
Data import				
Google Display Network				The Google Display Network allows to you connect with customers with a variety of ad formats across the digital universe.
Google Play Store integration				
Google Tag Manager				You can add and update AdWords, Google Analytics, Firebase Analytics, Floodlight, and 3rd party or custom tags from the Tag Manager user interface instead of editing site code.

In app integration		standalone	standalone	
Push Notifications (to target audience)				
SLA	5 questions/year with technical support staff			(service level agreement ~ support)
User Properties				(Building blocks for audiences, firebase specific)
Demo	<u>DEMO (doesn't work at the moment)</u>	<u>DEMO</u>		
Pricing				
price plan	Free, 25\$/month, pay as you go	free	12 500\$/month	
Demo				
	note: Firebase Analytics is free but other firebase features do cost money, e.g. realtime database, test lab, ...			