



# Firebase

- Suit de herramientas para desarrollo de aplicaciones mobile.

# Develop

Backend Services

App Quality Services

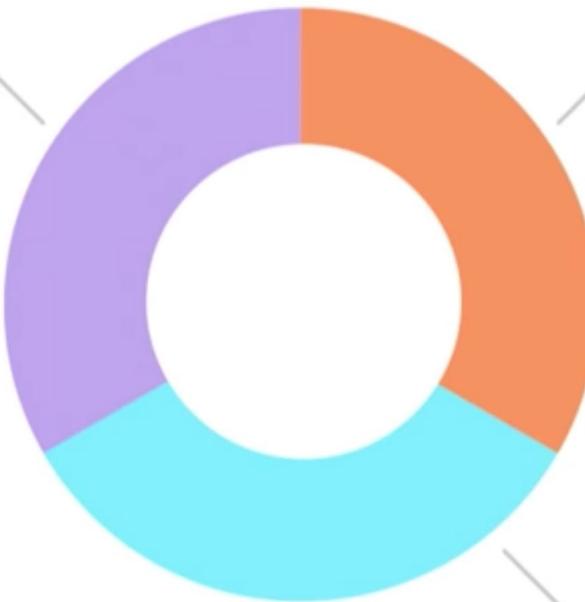
# Grow

Acquisition

Re-Engagement

# Earn

In-app Ads



# 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



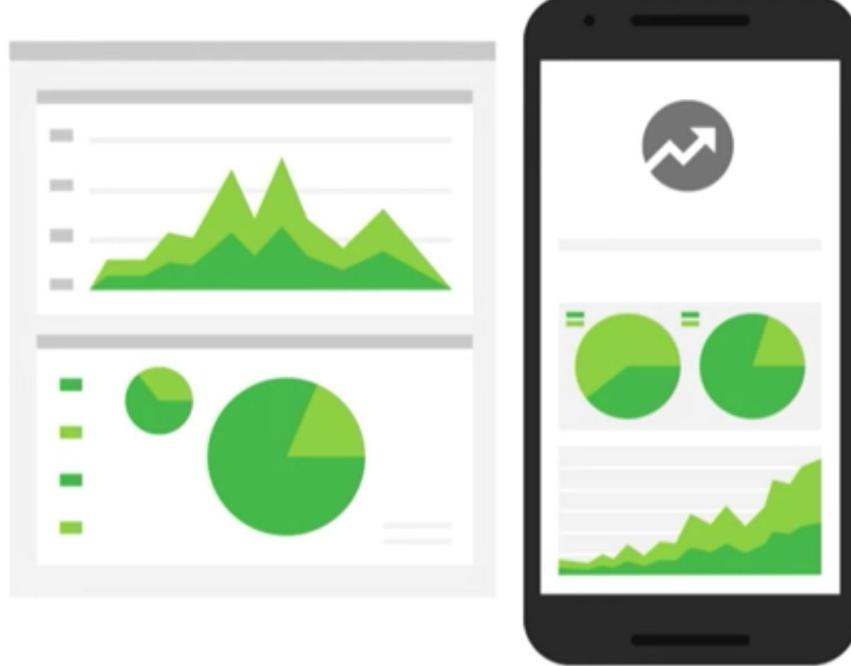


Cross-platform



# Analytics

- Designed for apps
- Event and user centric
- Connects across Firebase



Bingo Blast



## Overview

Analytics

## DEVELOP

Auth

Database

Storage

Hosting

Remote Config

Test Lab

Crash

## GROW

Notifications

Dynamic Links

## EARN

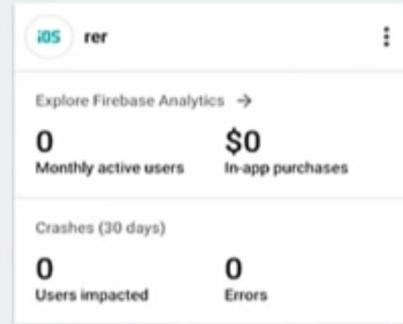
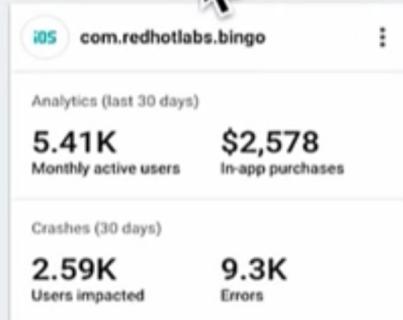
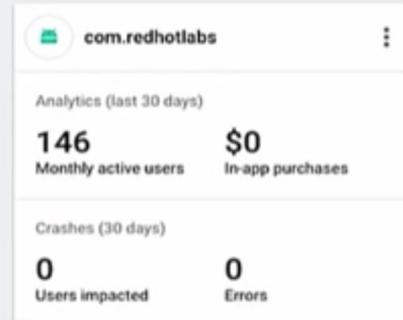
AdMob

Blaze  
Pay as you go

MODIFY

## Your mobile apps

ADD APP



Analytics

DASHBOARD EVENTS AUDIENCES ATTRIBUTION FUNNELS COHORTS USER PROPERTIES

Add Filter +

Last 30 days  
Compared to Mar 19, 2016 - Apr 17, 2016

### Active users

Monthly: 5.4K (-10%)

Weekly: 2.5K (-1.1%)

Daily: 724 (-42.9%)

### Average revenue

ARPU	ARPPU
Monthly: \$0.48 (-12.4%)	Monthly: \$24.32 (-24.9%)
Weekly: \$0.22 (-39%)	Weekly: \$15.71 (-35.4%)
Daily: \$0.04 (-62.4%)	Daily: \$5.35 (-46.9%)

### first\_open attribution

180 days ending May 17

Source	First Open	Lifetime Value (LTV)
(direct)	15K	\$0.55
Aarki	3	\$5.00
Millennial Media	2	\$0.00
AdColony	1	\$0.00

### Retention cohorts

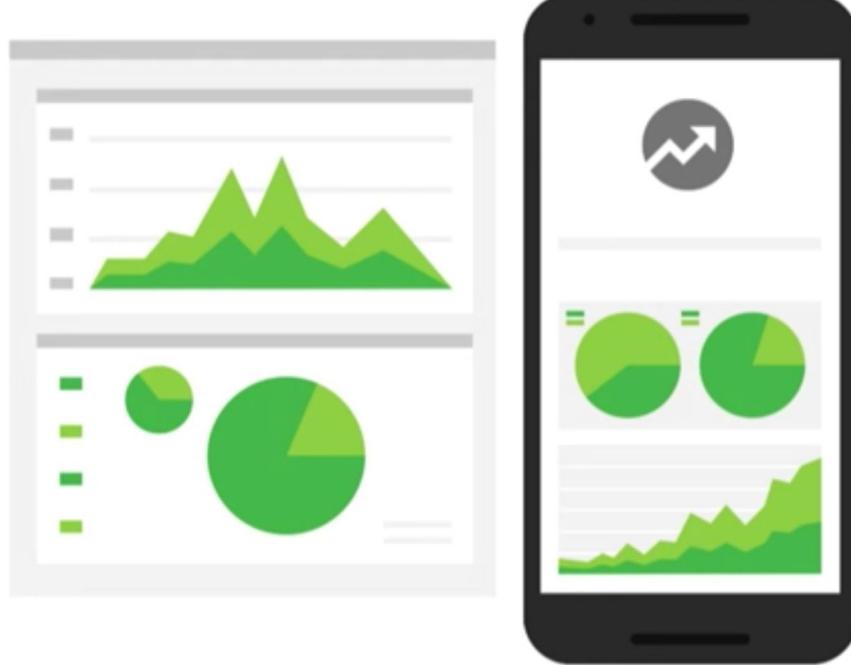
6 weeks ending May 17

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
Apr 3 - Apr 9	100%	19.4%	12.9%	10.1%	8.9%	7.2%
Apr 10 - Apr 16						

GoogleService-Info (1).plist Show All

# Analytics

- Designed for apps
- Event and user centric
- Connects across Firebase



Analytics

Add Filter +

Last 30 days  
Compared to Mar 19, 2016 - Apr 17, 2016

0 18 25 2 9 16  
Apr - May

68.1% 10.5% 3% 18.4%

Location

Country/Region

United States	66.7%
United Kingdom	6.3%
Australia	5.8%
Canada	4.4%
France	4.2%
Germany	2.8%
Italy	1.3%
Mexico	1.2%
Switzerland	1.1%
Netherlands	0.7%

Demographics

Gender

Female	81.8%
Male	18.2%

Age

18-24	7.7%
25-34	10%
35-44	11.9%
45-54	13.3%
55-64	20.7%
65+	18.4%

GoogleService-Info (1).plist

Show All X

## Analytics

DASHBOARD	EVENTS	AUDIENCES	ATTRIBUTION	FUNNELS	COHORTS	USER PROPERTIES	?
-----------	--------	-----------	-------------	---------	---------	-----------------	---

Add Filter



Last 30 days

Compared to Mar 19, 2016 - Apr 17, 2016

Event name	Count	Value	Users	Mark as conversion
achievements_page_viewed	582	-23.9%	299	<input type="checkbox"/>
app_installed	2,888	-12.2%	2,851	<input checked="" type="checkbox"/>
app_update	212	-64.2%	211	<input type="checkbox"/>
app_updated_dialog_popped	630	-47.1%	625	<input type="checkbox"/>
bingo_button_highlighted	1,241	-15.6%	1,166	<input type="checkbox"/>
bingo_call_to_action_made	377	-28.3%	364	<input type="checkbox"/>
buy_new_spin_dialog_accepted	222	-18.7%	158	<input type="checkbox"/>
buy_new_spin_dialog_popped	8,242	-6.6%	1,647	<input type="checkbox"/>
collection_unlocked	2,219	+2.3%	815	<input type="checkbox"/>
collections_page_viewed	573	+15.8%	317	<input type="checkbox"/>

Rows per page: 10

1-10 of 62



Firebase

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iOS com.redhotlab

Analytics

DASHBOARD EVENTS AUDIENCES ATTRIBUTION FUNNELS COHORTS USER PROPERTIES

Filter not applicable

Last 30 days  
Compared to Mar 19, 2016 - Apr 17, 2016

NEW AUDIENCE

Audience name	Description	Users	Created on
All Users	All app users	1,995	Jan 14, 2016
Purchasers	Users who have made a purchase	173 +1,341.7%	Jan 14, 2016

GoogleService-Info (1).plist

Show All



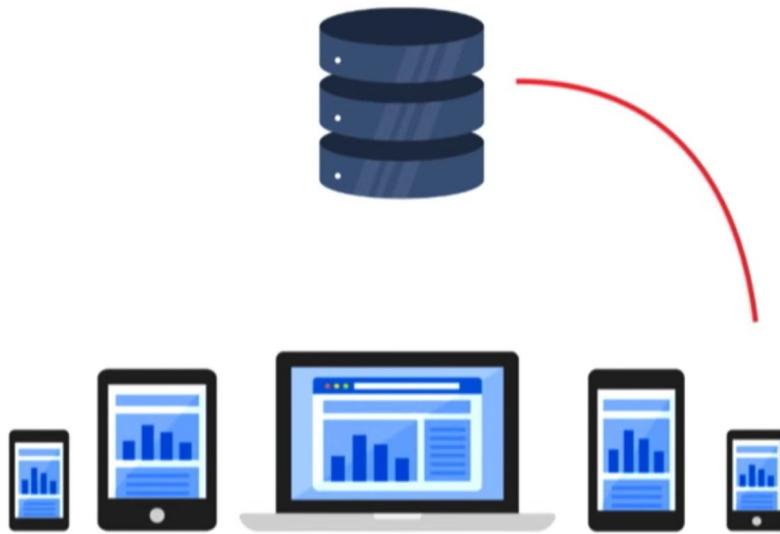
# Realtime Database

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





# Realtime Database





# Realtime Database





# Hosting

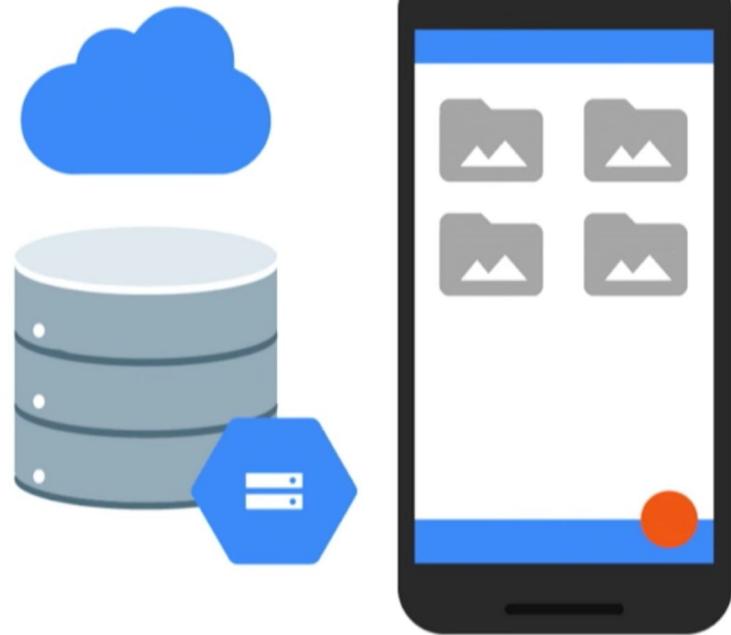
- Serve static assets
- SSL by default





# Storage

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





# Realtime Database



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## Remote Config

PARAMETERS

CONDITIONS

[ADD PARAMETER](#)

level_1_time	 60
level_2_time	50
level_3_time	40
level_4_time	35
level_5_time	30

Analytics

## DEVELOP

Auth

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Test Lab

Crash

## GROW

Notifications

Dynamic Links

## EARN

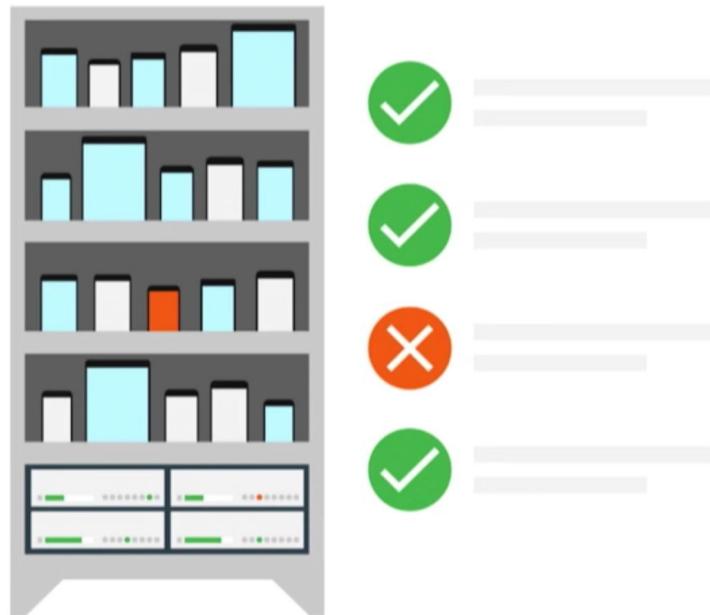
AdMob

Blaze  
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# Test Lab for Android

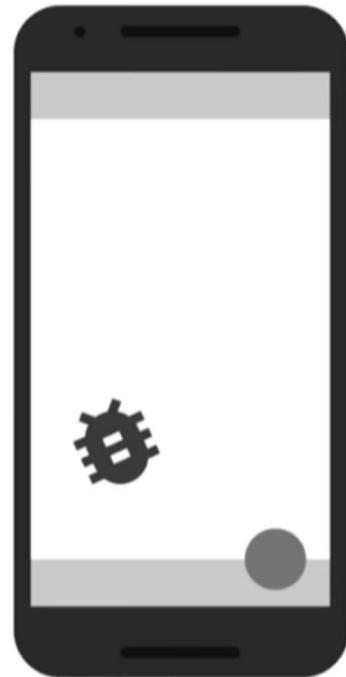
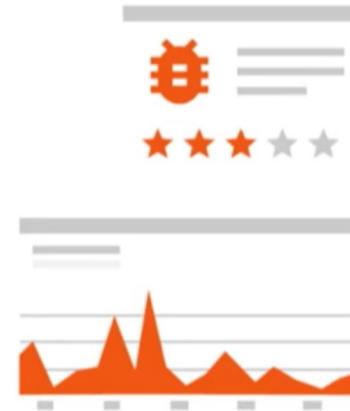
- Test on the most popular devices before you ship
- Reports & screenshots
- Robo & custom tests





# Crash Reporting

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



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I'm Hungry

← Matrix #905493

Analytics

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Robo test, 15 hours ago

	Failed	Passed	Skipped	Inconclusive
	0	10	6	0

Test execution	Duration	Locale	Orientation	Issues
✓ Moto X, API Level 19	10 min 57 sec	English, United States	Landscape	—
✓ Galaxy S6, API Level 22	10 min 19 sec	English, United States	Portrait	—
✓ Nexus 5, API Level 22	11 min 57 sec	English, United States	Landscape	—
✓ LG G3, API Level 19	11 min 12 sec	English, United States	Landscape	—
✓ Nexus 5, API Level 22	11 min 27 sec	English, United States	Portrait	—
✓ Galaxy S6, API Level 22	10 min 42 sec	English, United States	Landscape	—
✓ LG G3, API Level 19	10 min 51 sec	English, United States	Portrait	—
✓ Nexus 5, API Level 19	11 min 28 sec	English, United States	Landscape	—
✓ Moto X, API Level 19	9 min 15 sec	English, United States	Portrait	—

<https://firebase.corp.google.com/project/bingo-blast-174dd/testlab/history/bheebaa1989e9afa0d2/matrices/9054930510631230118>

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I'm Hungry &gt; Matrix #905493

← Robo test, Moto X, API Level 19

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Passed

5/17/16 10:42 PM

10 min 57 secs

English, United States

Landscape

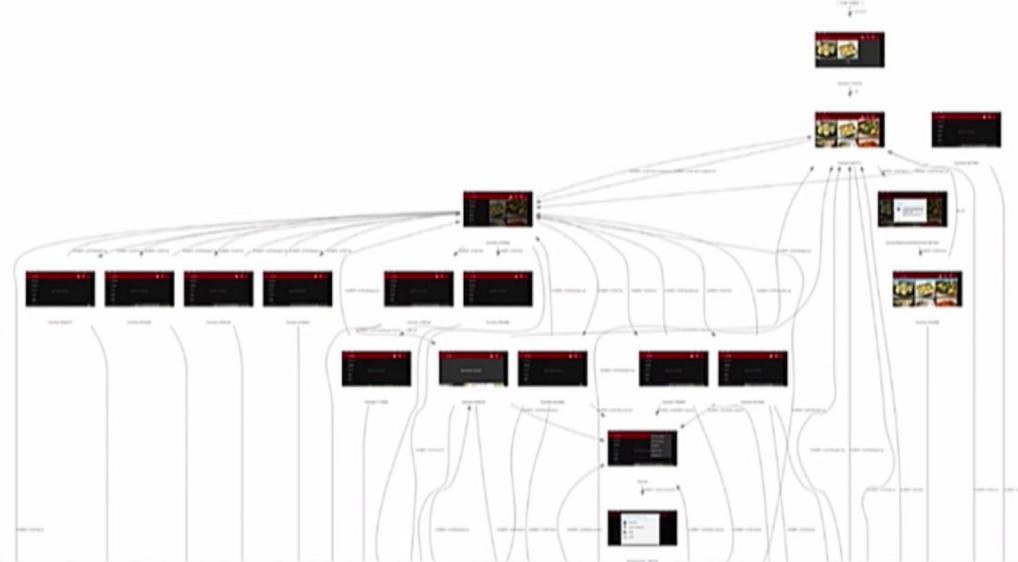
VIEW SOURCE FILES

LOGS

SCREENSHOTS

ACTIVITY MAP

VIDEOS



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← Robo test, Moto X, API Level 19

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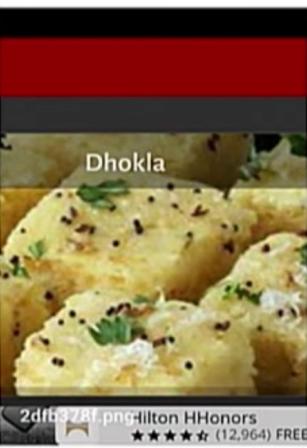
Passed

5/17/16 10:42 PM

10 min 57 secs

English, United States

Landscape

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Passed

5/17/16 10:42 PM

10 min 57 secs

English, United States

Landscape

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Passed

5/17/16 10:42 PM

10 min 57 secs

English, United States

Landscape

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Warning and higher

 Styled

E 22:42:44.444

IRSensorHub

Exception talking to sensorhub, request: 3

java.lang.IllegalArgumentException: found version: 6, expected: 2 to 5

at com.motorola.actions.SensorHub.nativeSetIRTuning(Native Method)

at com.motorola.actions.SensorHub.b(SourceFile:17)

at com.motorola.actions.SensorHub\$1.handleMessage(SourceFile:102)

at android.os.Handler.dispatchMessage(Handler.java:102)

at android.os.Looper.loop(Looper.java:136)

at android.os.HandlerThread.run(HandlerThread.java:61)

E 22:42:49.453

Exception talking to sensorhub, request: 3

java.lang.IllegalArgumentException: found version: 6, expected: 2 to 5

at com.motorola.actions.SensorHub.nativeSetIRTuning(Native Method)

 **Firebase**

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**Crash Reporting BETA**

**DASHBOARD** SYMBOL FILES

iOS com.redhotlabs.bingo

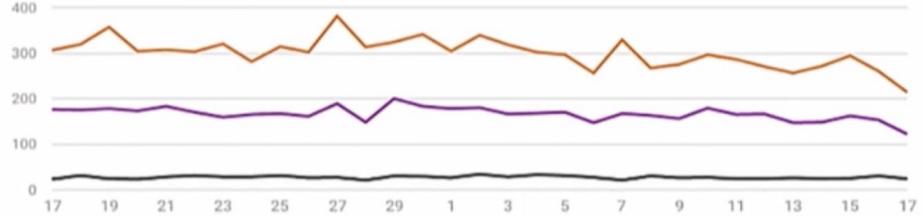
Filter All app versions  24 hrs 48 hrs 7 days **30 days** 6 months

Overview

**Errors**  
 **9.3K** 

**Clusters**   **119**

**Users impacted**  
 **2.6K**



Clusters

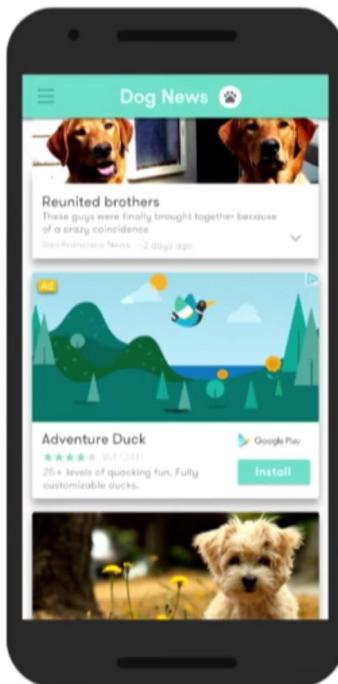
Errors	Users	Last version	Stack trace
5249	1262	1.9.32	<b>Curl_close + 6293412</b> cocos2d::extension::CURLRaii::~CURLRaii() (cpp:273)
850	173	1.9.32	<b>-[TrackingLocalStorage backgroundPendingTrackingResult:withUrl:] + 7616528</b> TrackingURLDelegate::onLoad(sdkbox::XMLHttpRequest const&) + 7616780
519	506	1.9.32	<b>Curl_failf + 5486310</b>

GoogleService-Info (1).plist  Show All 



# AdMob by Google

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



# Dónde comenzar?

*<https://console.firebaseio.google.com/>*