# Firebase: OVERVIEW

## Develop

### Backend Services

Realtime Database
Authentication
Hosting

# 2014

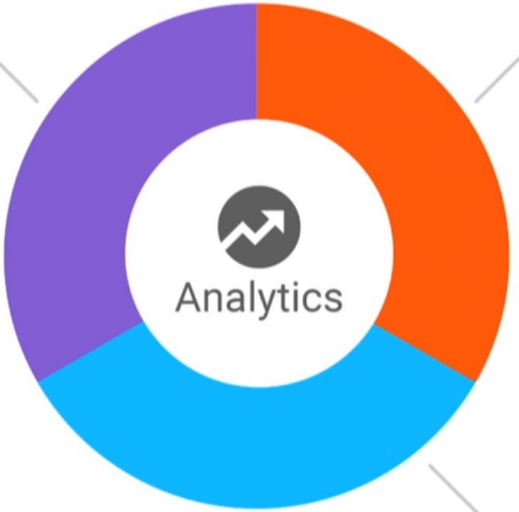
## Develop

### 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

# 2016

# Analytics

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

# 1.

# DEVELOP

# Realtime Database

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

# Authentication

- Authentication & account management

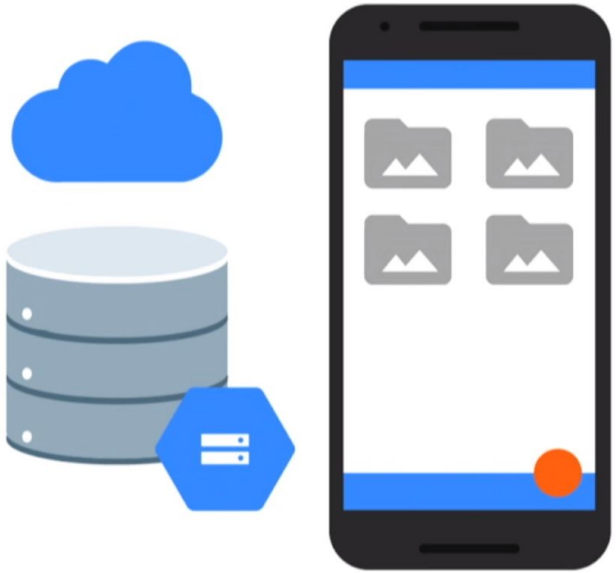
- Supports:
  - Email & password
  - Social providers
  - Existing auth systems

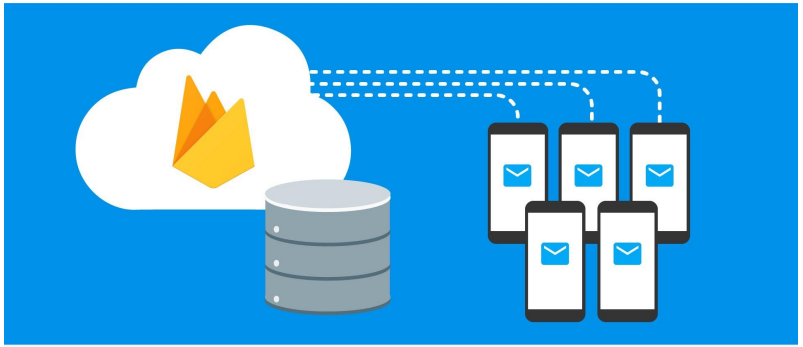
# Hosting

- Serve static assets
- SSL by default

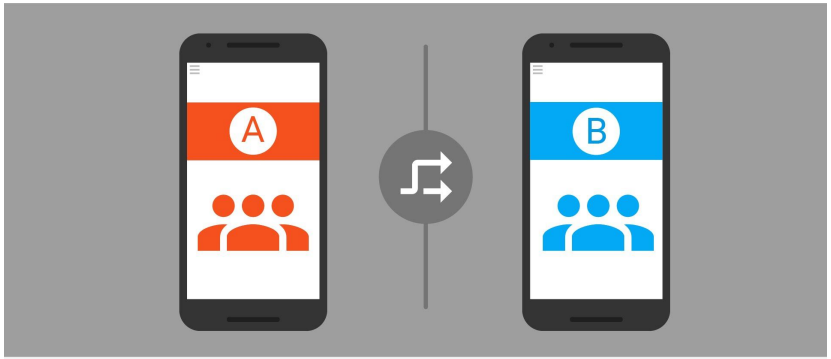
# Storage

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





Cloud Messaging



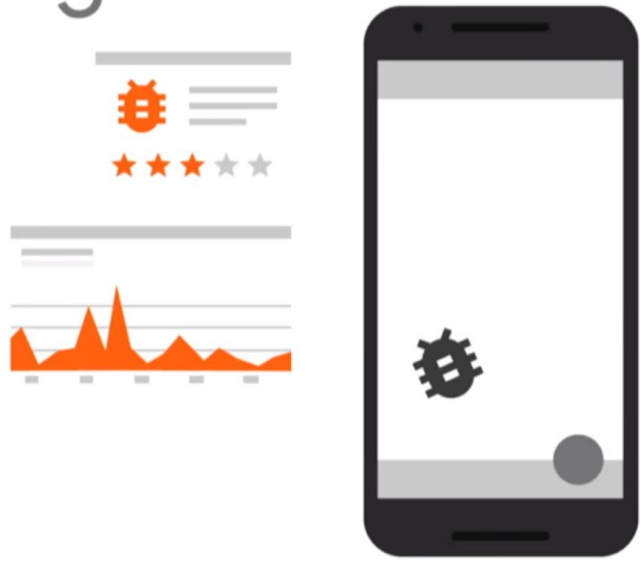

Remote Config

# 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

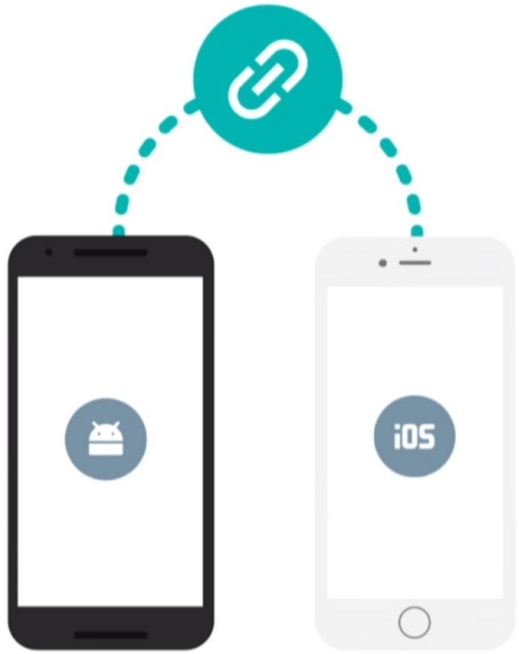


# 2.

# GROW

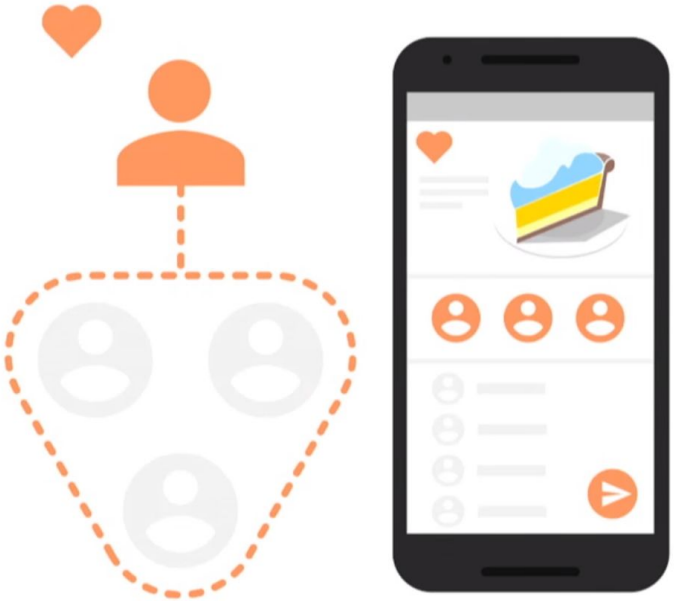
# Dynamic Links

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



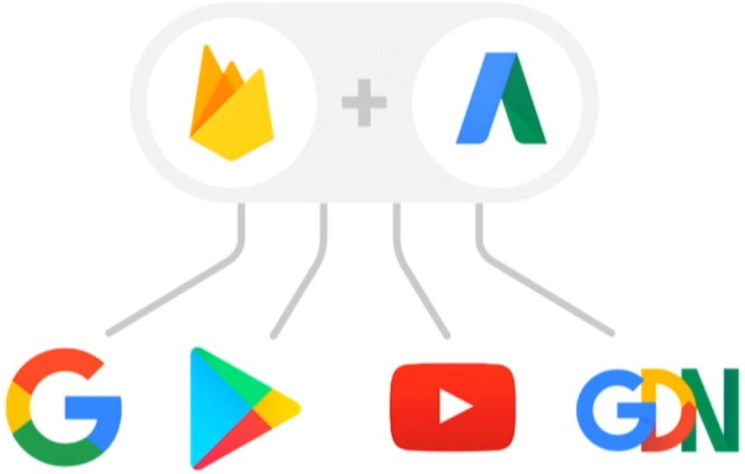
# Invites

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



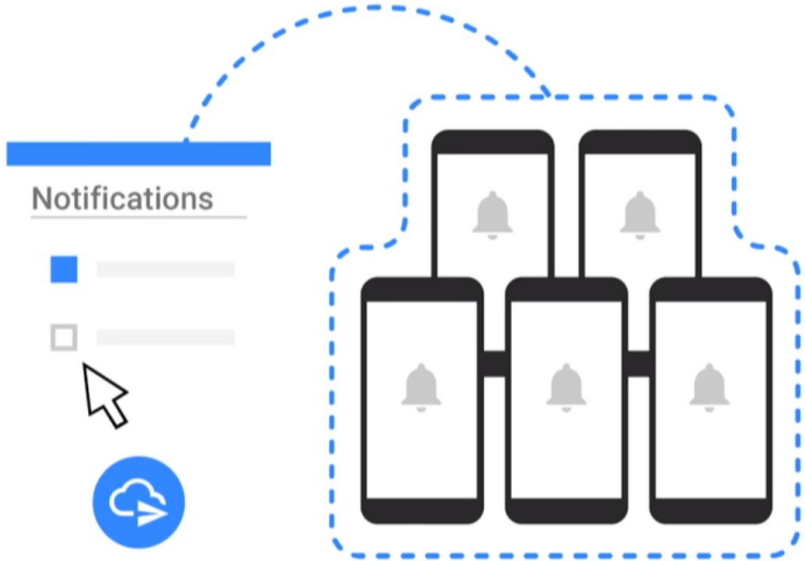
# Google AdWords

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



# Notifications

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



# App Indexing

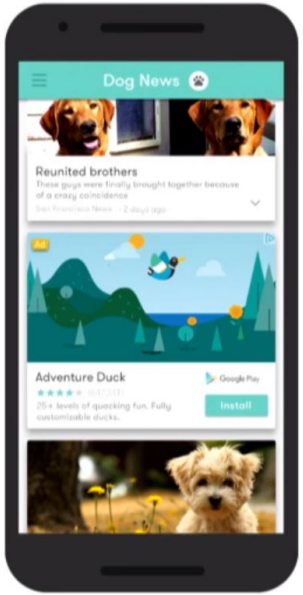
- Integrate with Google Search
- Index app content
- Boost search ranking

# 3.

## EARN

# AdMob by Google

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



# THANKS!

Any questions?