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Twitter Case Studies

* BuzzFeed
  + Aimed to reduce crash rates for its 150+ million users
    - Crashlytics (Part of the Fabric SDK)
      * Pinpoints state of the device when exceptions are thrown
      * Data collected regardless of whether throw/catch exists
      * Issues alerted in real time
      * Stack trace analysis
  + Wanted to make it easier to share stories on Twitter
  + <https://get.fabric.io/crashlytics>
  + <https://s3.amazonaws.com/cdn0-crashlytics-com/marketing/case-studies/New_BuzzFeed-caseStudy-Final.pdf>