

In-App Messaging



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Overview



Why In-App Messaging?

Setup

- Flutter
- Android / iOS

Setup marketing campaigns

- Using Analytics
- Trigger programmatically

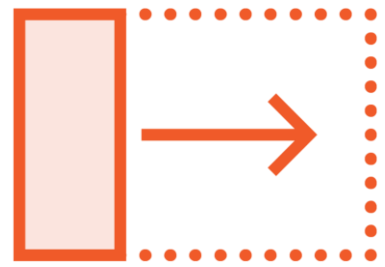


“Firebase In-App Messaging helps you engage your app's active users by sending them targeted, contextual messages that encourage them to use key app features.”

Firebase Doc



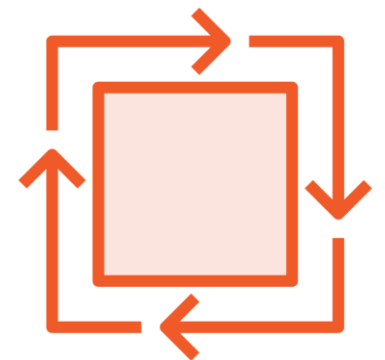
Why In-App Messaging?



Engage your active user based on their behaviors



No development involved during marketing campaign



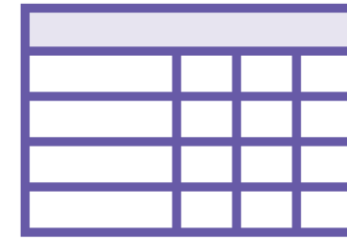
Activity measure campaign, monitor, and improve



Use Cases



Promotional messages



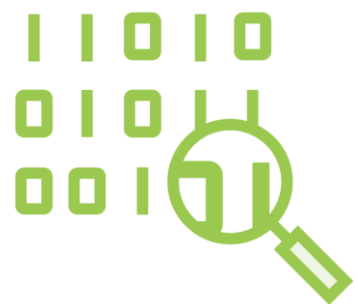
Watch a video



Onboarding



Complete a level



Recurring / one time



Help and support



Triggers



Using Analytics
Events and properties



Programmatically
Triggering an event

Demo



Setup Flutter

- Install plugins
- Android / iOS
- Create InAppMessaging service



Demo



Setup campaigns

- Using Analytics
- Trigger event



Summary



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The Wired Brain Coffee app

Resources on dev team

- Fast to deliver
- Scale up
- No op maintained (serverless)

Cost efficient

Feature-rich

- Authentication
- Database
- Push notifications
- Analytics

