



Firebase

Develop

Backend Services

Grow

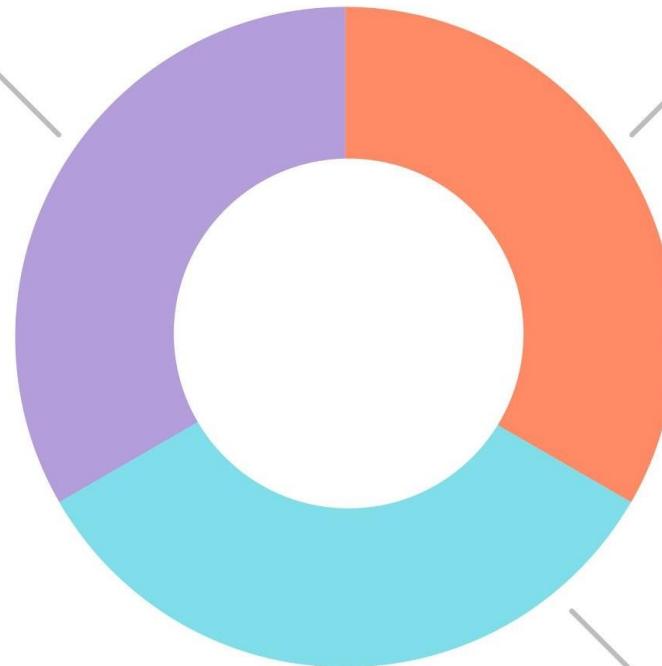
Acquisition

Re-Engagement

App Quality Services

Earn

In-app Ads





Firebase

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

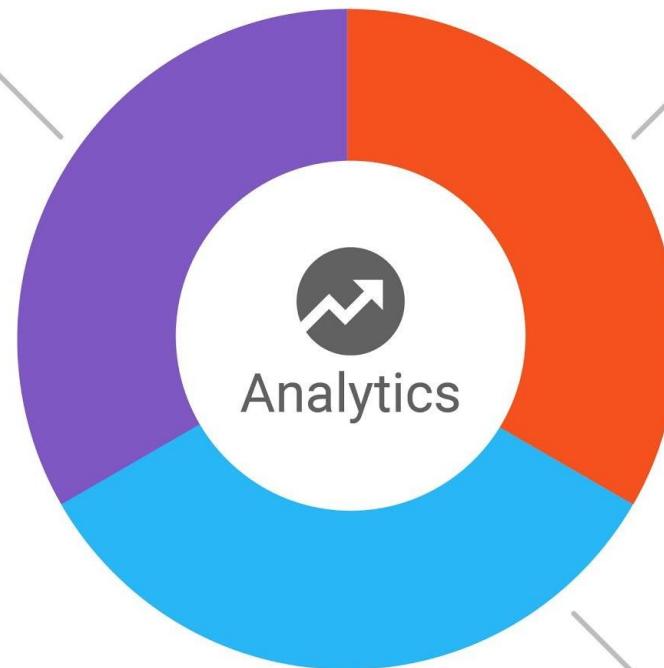
Re-Engagement

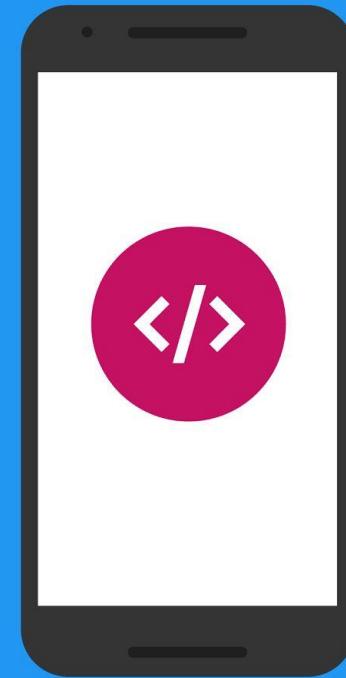
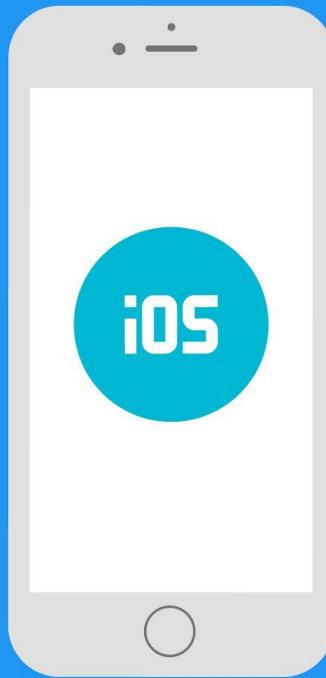
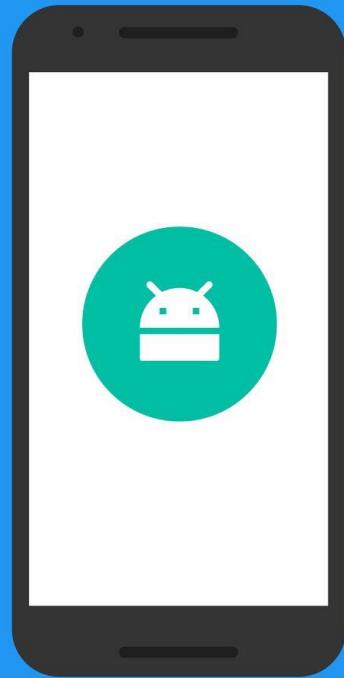
- Notifications
- App Indexing

Earn

In-app Ads

- AdMob





Cross-platform



Integrated



Analytics

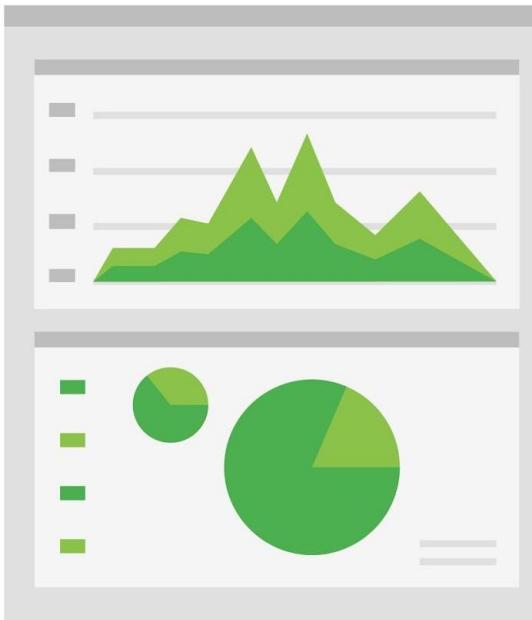
- Designed for apps
- Event and user centric
- Connects across Firebase
- **Free & unlimited**





Analytics

- Determine the effectiveness of **notifications** and update your **re-engagement** strategy.
- Discover what in-app activities trigger in-app purchases and surface these appropriately; improve your user's experience to increase engagement and monetization.
- **Remote Config** can target custom app experiences at members of different Analytics audiences and measure the impact of their experiments using Analytics reports.
- Analytics will provide campaign attribution reporting for **AdWords**, **App Indexing**, **App Invites**, **Dynamic Links**, and **Notifications**.

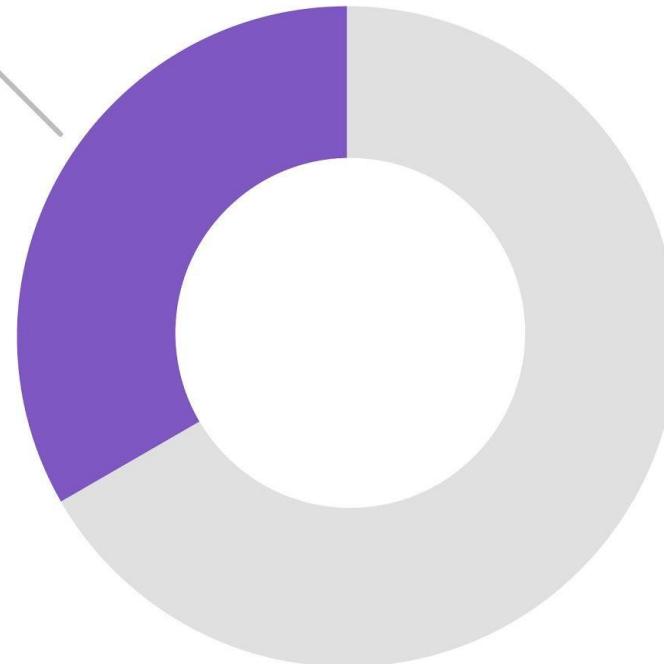


Developing your app

Develop

Backend Services

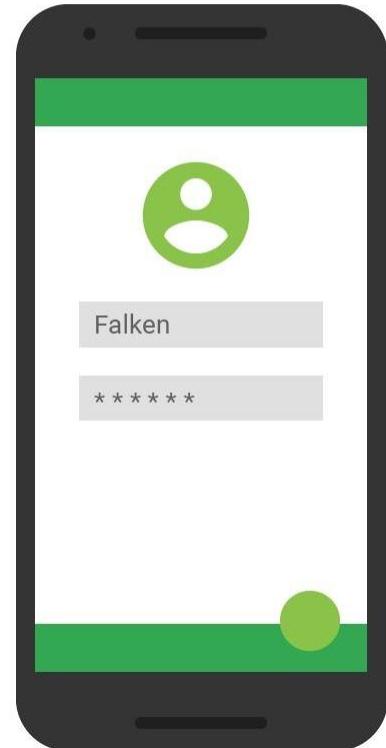
- Realtime Database
- Authentication
- Hosting
- Storage
- Cloud Messaging
- Remote Config





Authentication

- Authentication & account management
- Supports:
 - Email & password
 - Social providers
 - Existing auth systems
- [New!] Out-of-the box UI





Realtime Database

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





Hosting

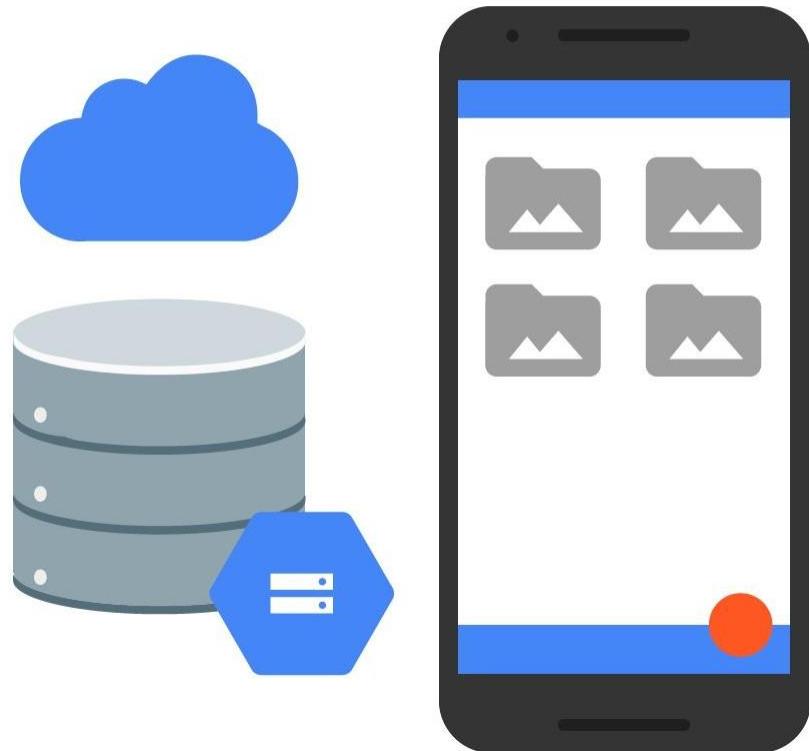
- Serve static assets (images too)
- SSL by default
- **New:** free custom domains





Storage

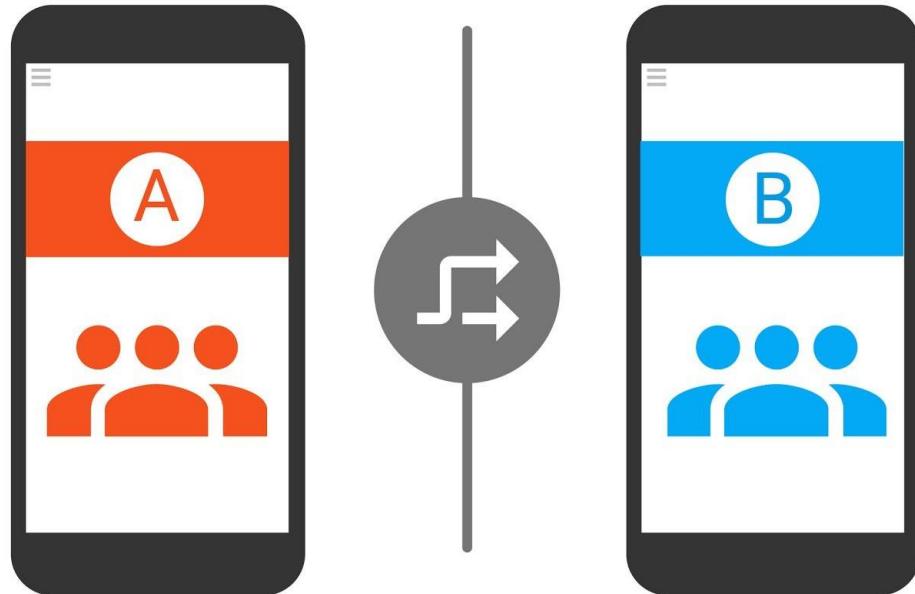
- Easy file storage
- Handles poor connectivity
- Backed by & accessible from Google Cloud Storage



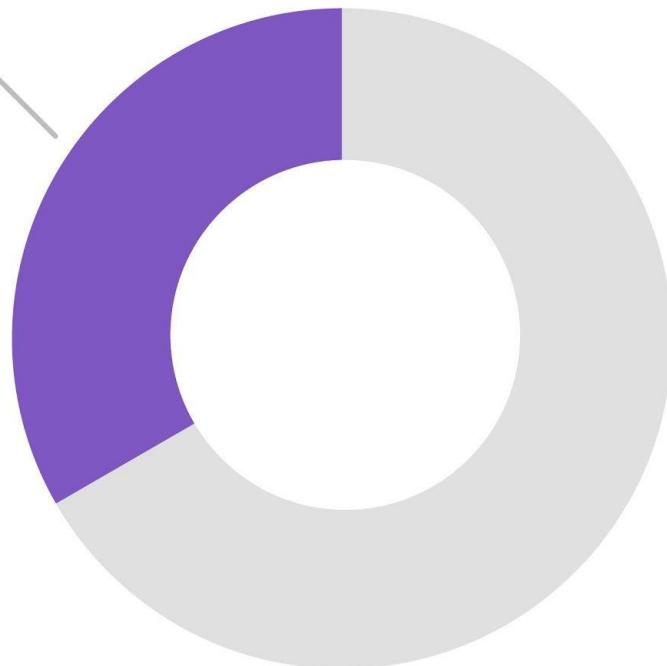


Remote Config

- Run A/B experiments or change app behavior
- Control custom key-value pairs from the Console
- Changes propagate instantly



Develop



App Quality Services

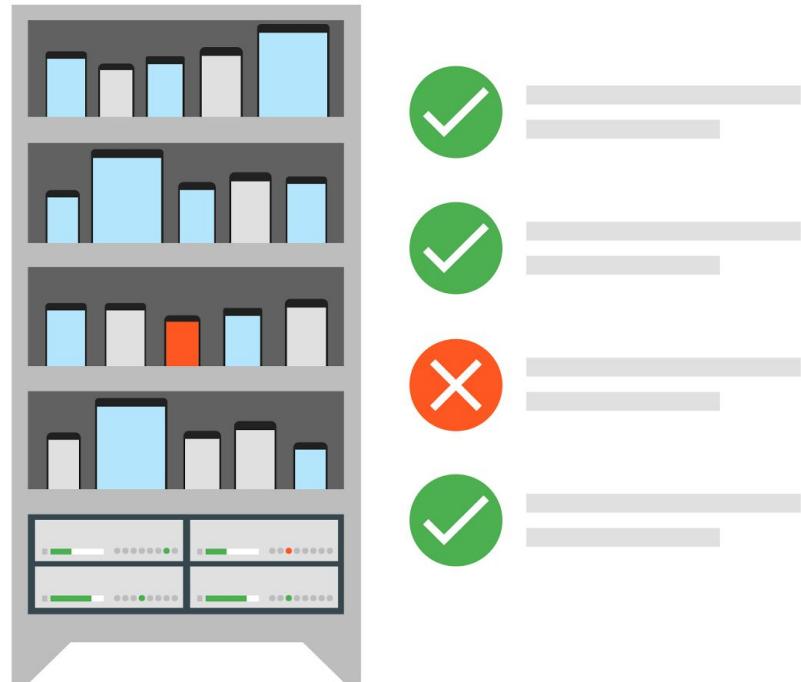
Test Lab for Android

Crash Reporting



Test Lab for Android

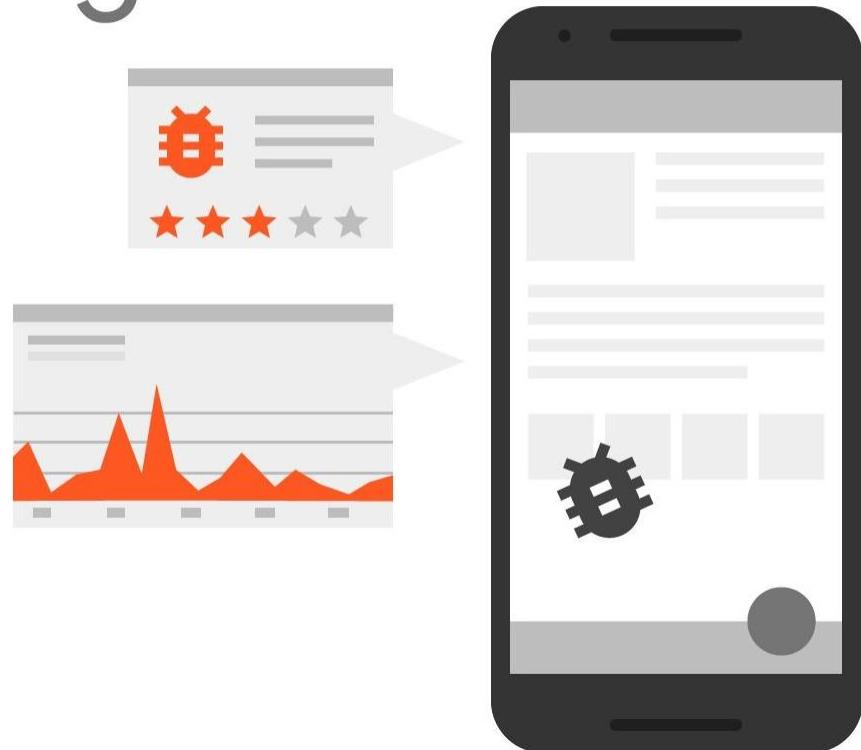
- Test on the most popular devices before you ship
- Reports & screenshots
- Robo & custom tests





Crash Reporting

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





Grow

Acquisition

Dynamic Links

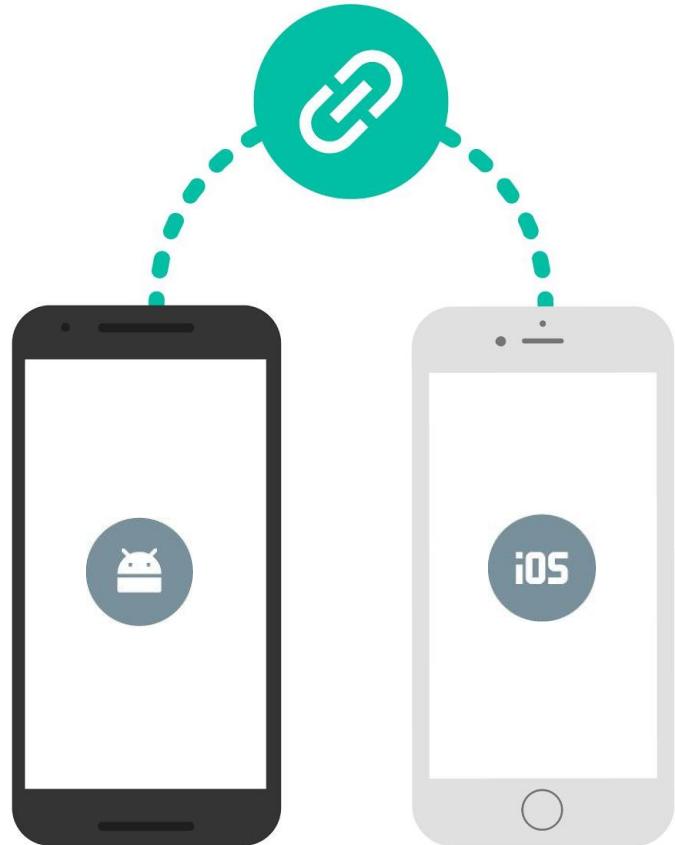
Invites

AdWords



Dynamic Links

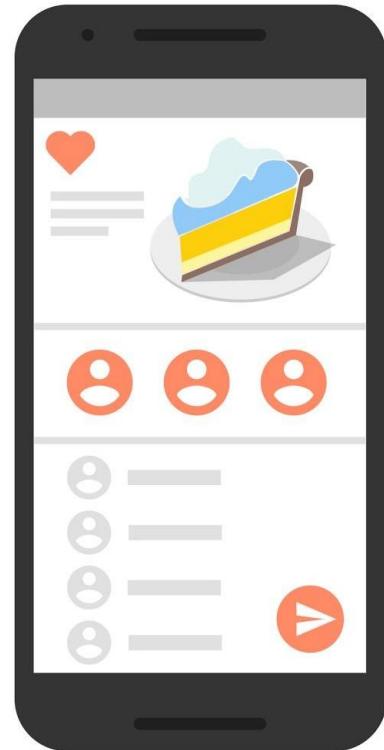
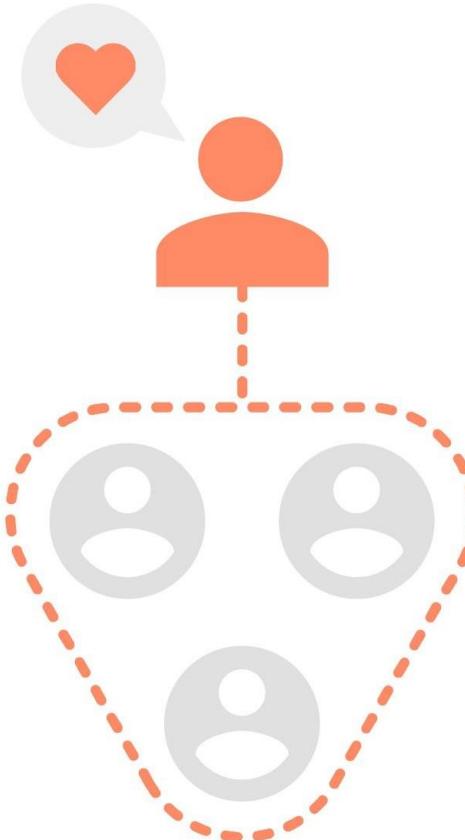
- Customize different user experiences via a single URL
- Works across platforms
- Preserves URL state, even through app install flow
- Analytics insights





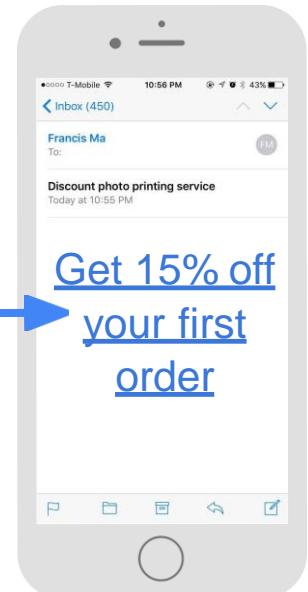
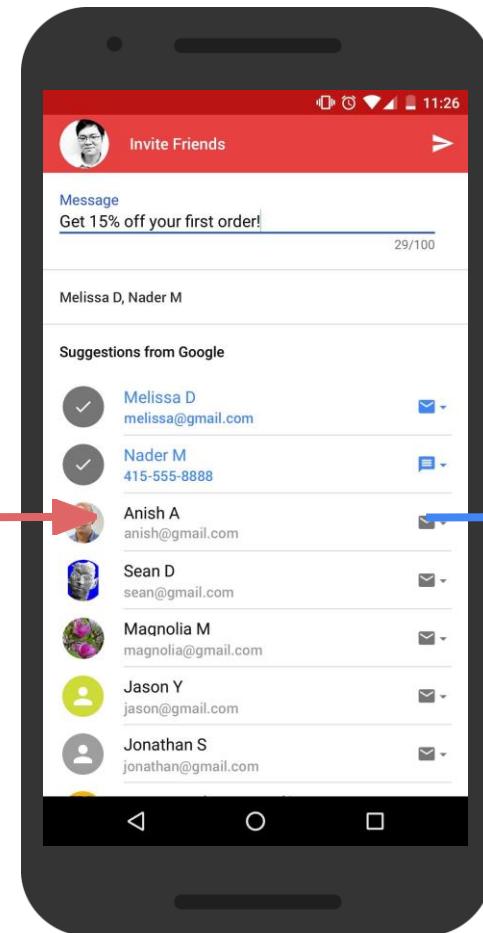
Invites

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



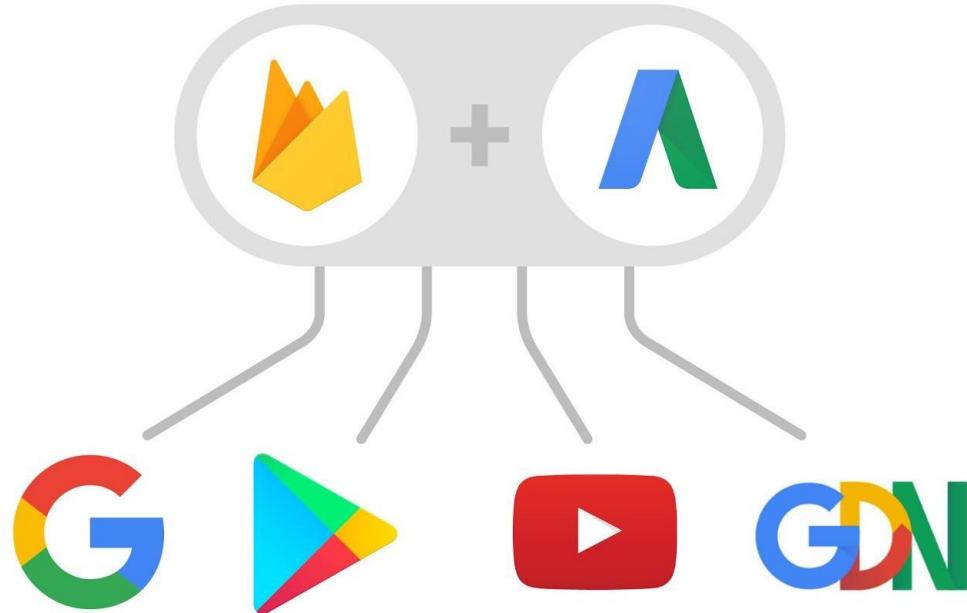


Invites in action



Google AdWords

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





Grow

Re-Engagement

Notifications

App Indexing



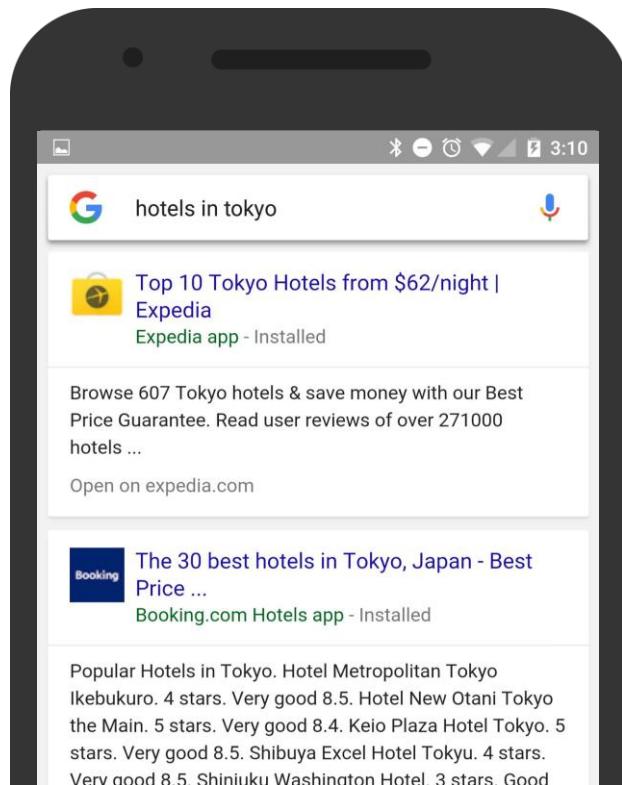
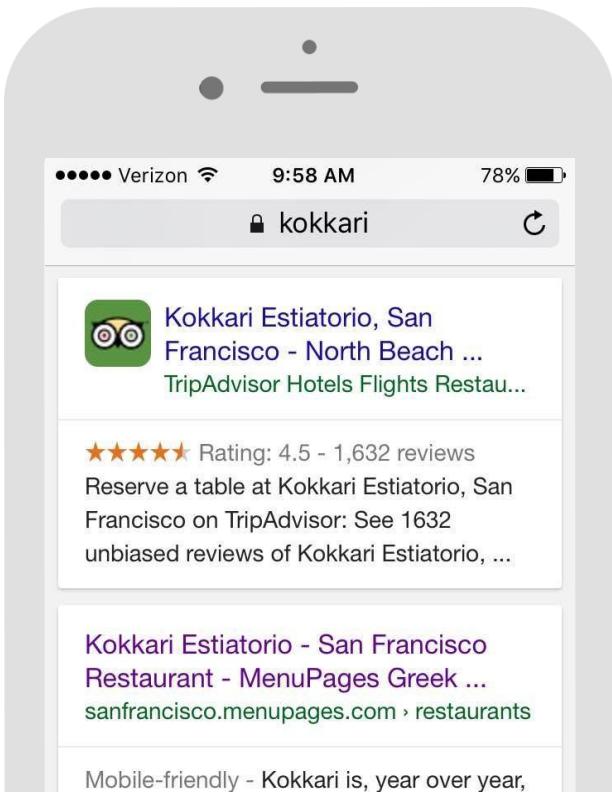
App Indexing

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





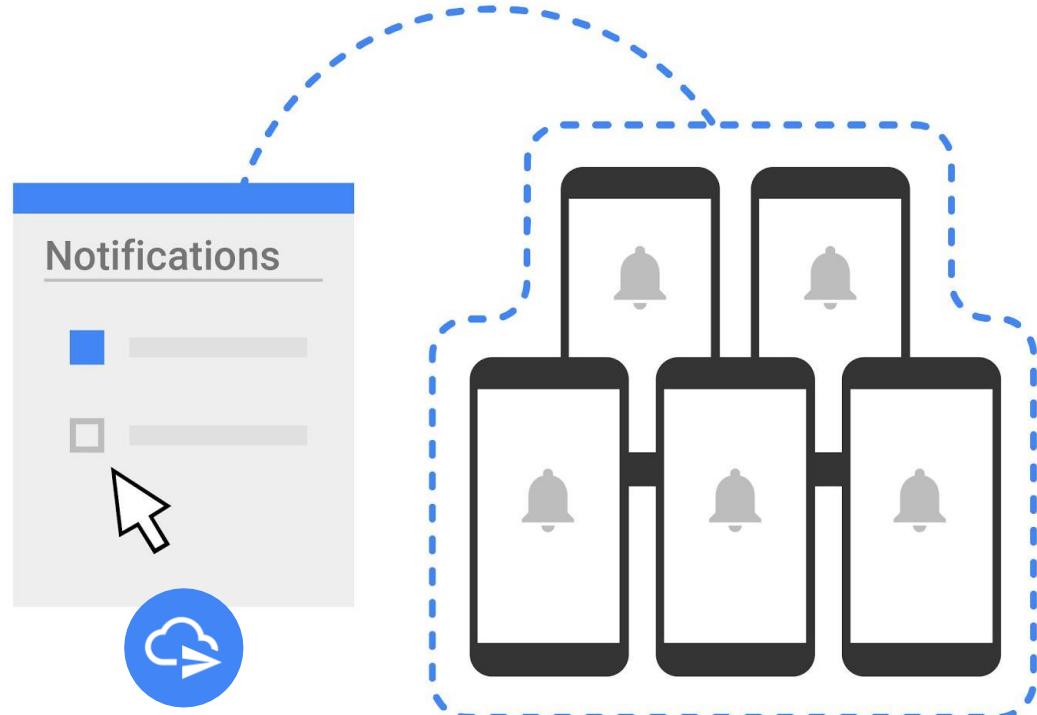
App Indexing





Notifications

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



Firebase

Bingo Blast Docs

Analytics

DEVELOP

- Auth
- Database
- Storage
- Hosting
- Remote Config
- Test Lab
- Crash

GROW

- Notifications
- Dynamic Links

EARN

- AdMob

Blaze Pay as you go

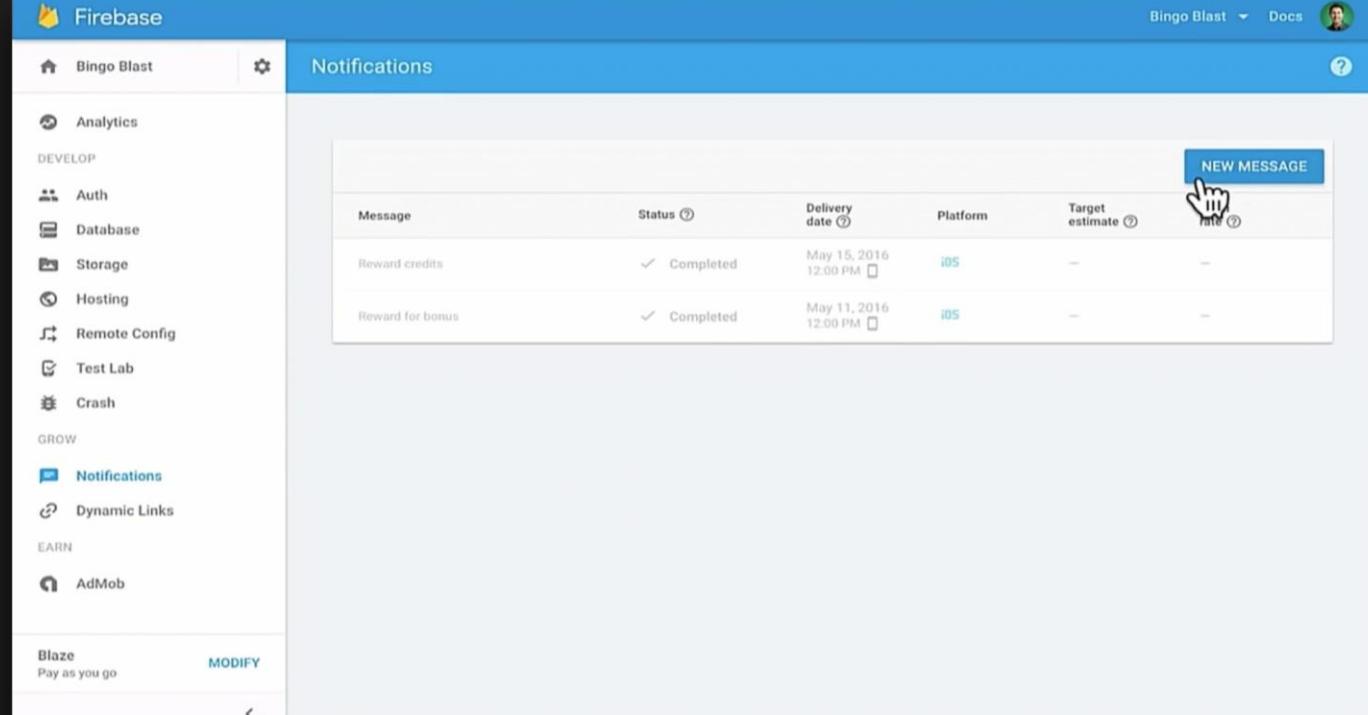
MODIFY

https://firebase.corp.google.com/project/bingo-blast-174dd/notification/compose

GoogleService-Info (1).plist Show All

Message	Status	Delivery date	Platform	Target estimate	Rate
Reward credits	✓ Completed	May 15, 2016 12:00 PM	iOS	—	—
Reward for bonus	✓ Completed	May 11, 2016 12:00 PM	iOS	—	—

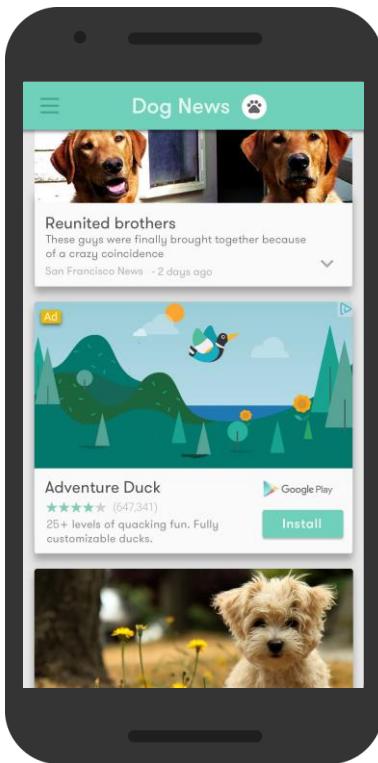
NEW MESSAGE





AdMob by Google

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



	SPARK Free	FLAME \$25/month	BLAZE Pay as you go
	Generous limits for hobbyists	Predictable pricing for growing apps	Commodity pricing for apps at scale
Included Free			
Analytics, App Indexing, Authentication, Dynamic Links, Invites, Notifications, Crash Reporting & Remote Config	✓	✓	✓
Realtime Database			
Simultaneous connections	100	Unlimited ¹	Unlimited ¹
GB stored	1 GB	2.5 GB	\$5/GB
GB transferred	10 GB	20 GB	\$1/GB
Daily private backups	✗	✓	✓
File Storage			
GB stored	5 GB	50 GB	\$0.026/GB ²
GB transferred	30 GB	50 GB	about \$0.12/GB ²
Uploads & downloads	50,000 each	100,000 each	about \$0.01/K ²
Hosting			
GB stored	1 GB	10 GB	\$0.026/GB
GB transferred	10 GB	50 GB	\$0.15/GB
Custom domain & SSL cert	✓	✓	✓
Test Lab	Device hours	✗	\$5/device hr
Google Cloud Platform	Full Cloud integration	✗	✓

¹ There is an initial limit of 10,000 simultaneous database connections. See [FAQ section](#) for more information.

² This is the estimated pricing for common usage. In the Blaze Plan, File Storage is charged by Google Cloud Storage, and prices vary based on usage volumes. See [Google Cloud pricing](#) for more detail.