



Firebase

Develop

Backend Services

App Quality Services

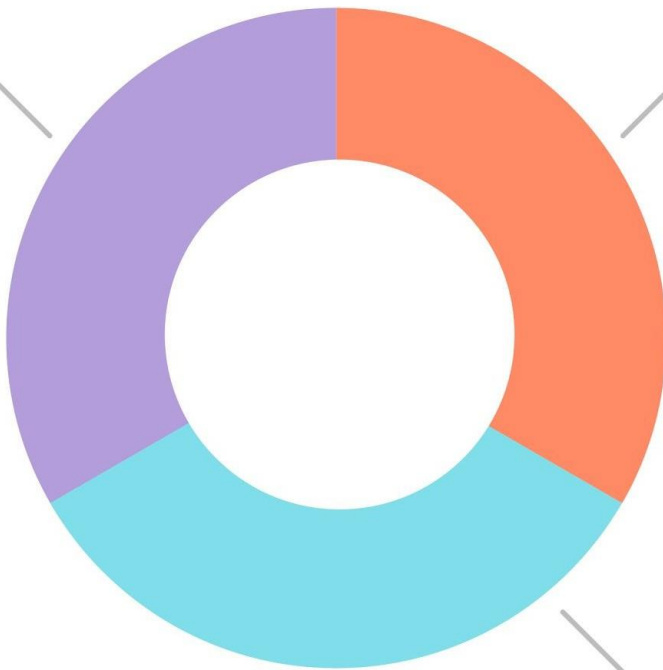
Grow

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



Firebase

Grow

Acquisition

Dynamic Links
Invites
AdWords

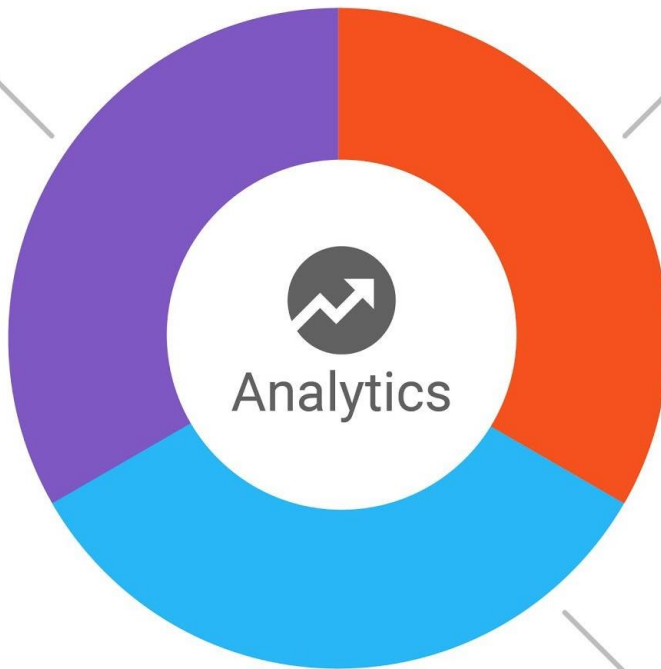
Re-Engagement

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

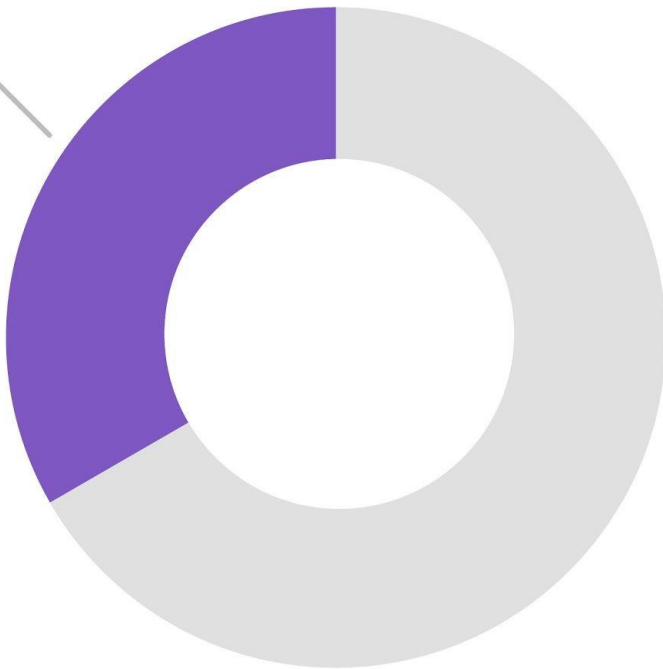
Authentication

Hosting

Storage

Cloud Messaging

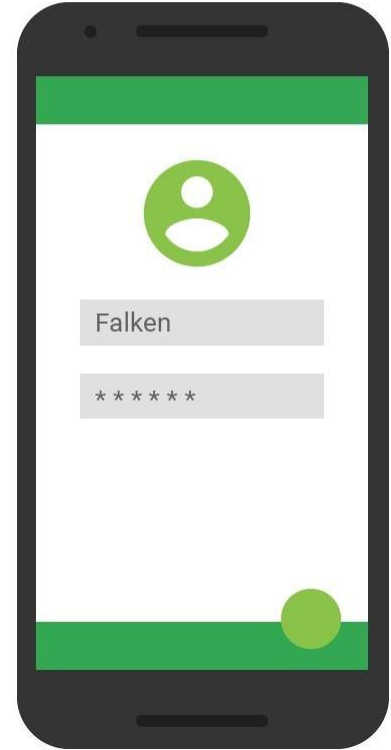
Remote Config





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

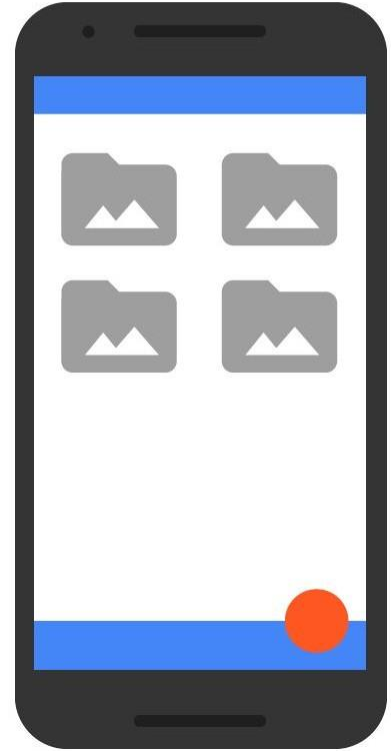
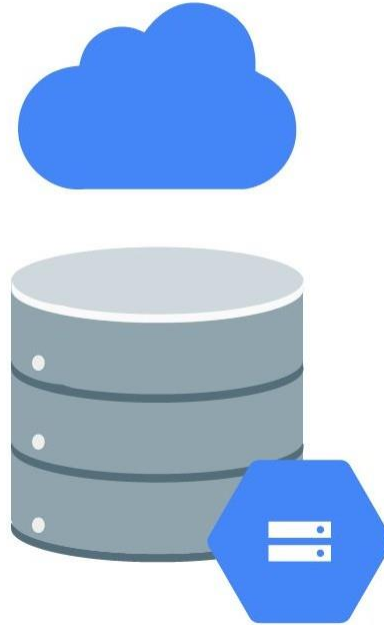
- Serve static assets (images too)
- SSL by default
- **New:** free custom domains





Storage

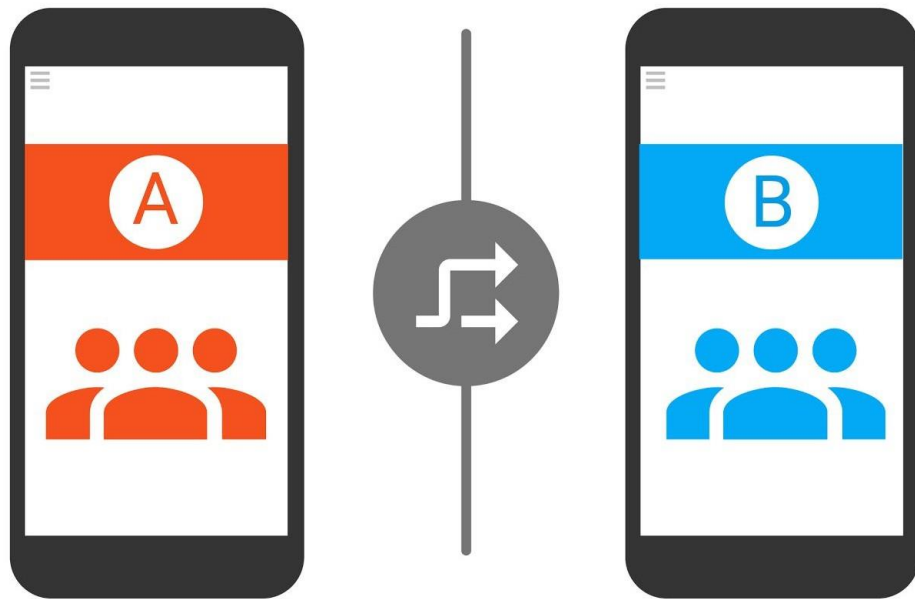
- Easy file storage
- Handles poor connectivity
- Backed by & accessible from Google Cloud Storage





Remote Config

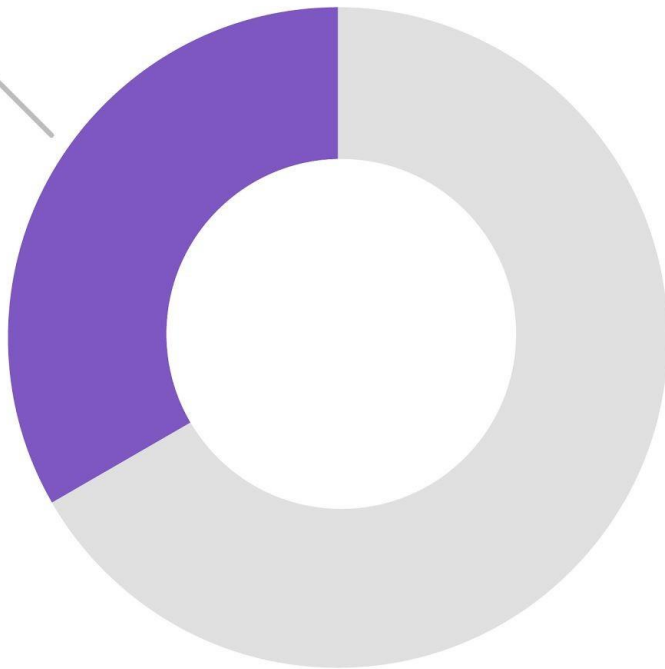
- Run A/B experiments or change app behavior
- Control custom key-value pairs from the Console
- Changes propagate instantly



Develop

App Quality Services

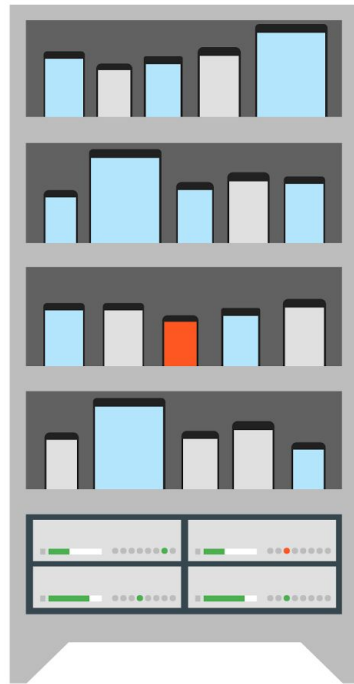
Test Lab for Android
Crash Reporting





Test Lab for Android

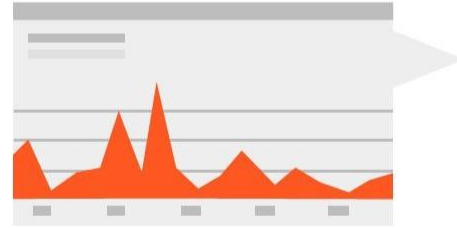
- Test on the most popular devices before you ship
- Reports & screenshots
- Robo & custom tests





Crash Reporting

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



Grow

Acquisition

Dynamic Links

Invites

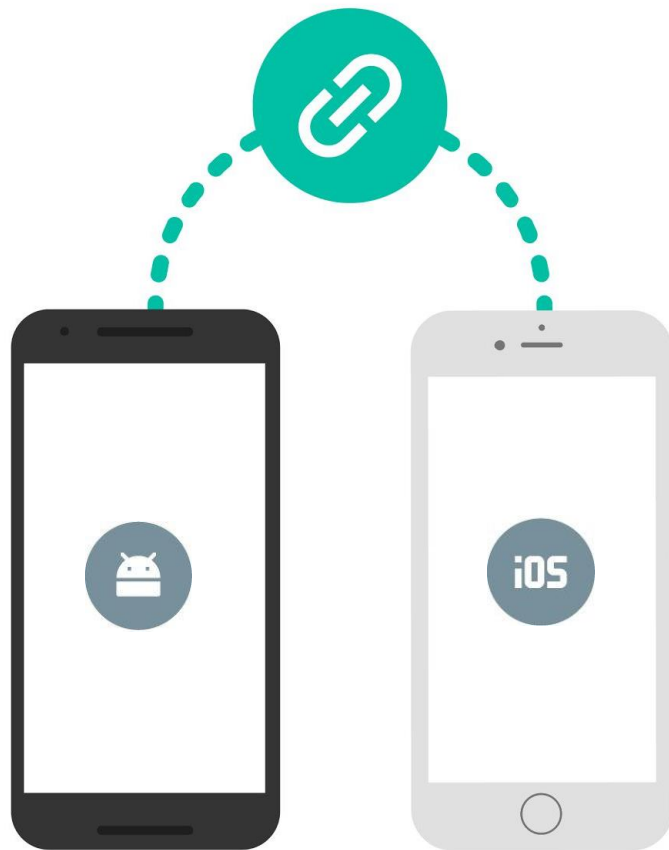
AdWords





Dynamic Links

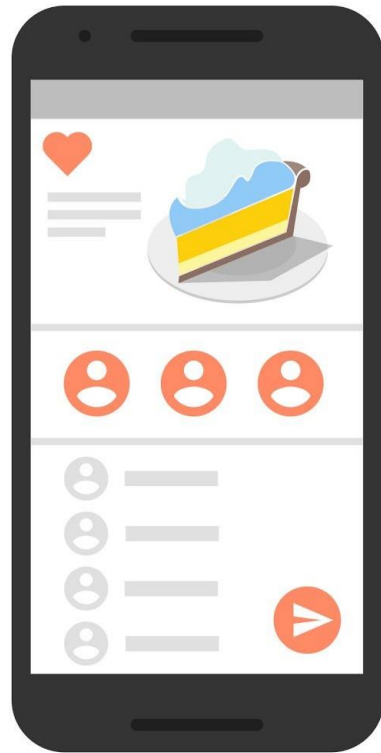
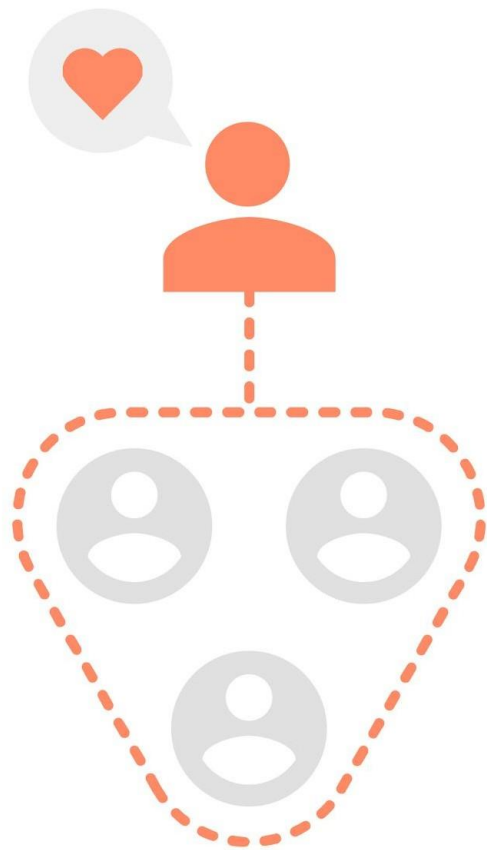
- Customize different user experiences via a single URL
- Works across platforms
- Preserves URL state, even through app install flow
- Analytics insights





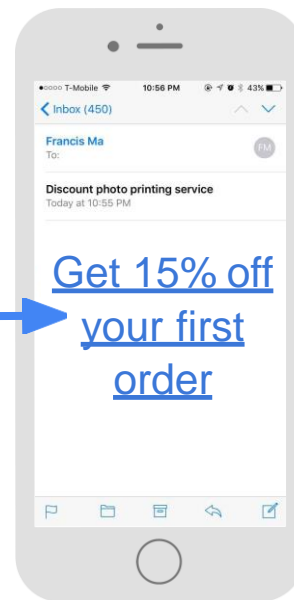
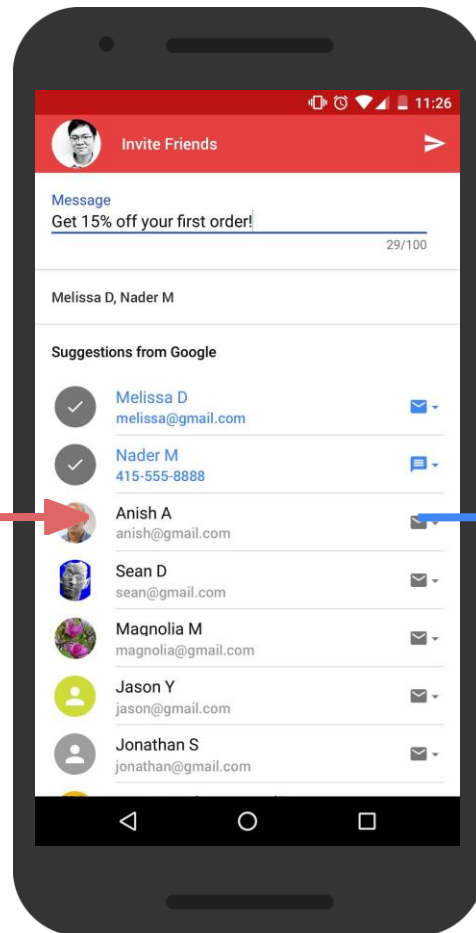
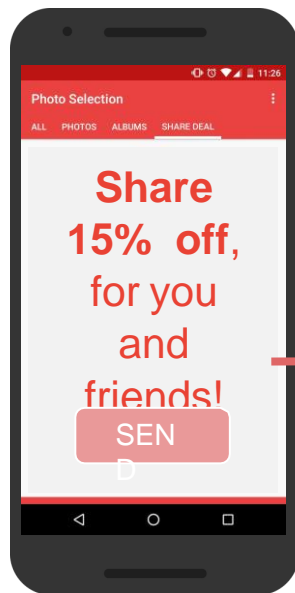
Invites

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





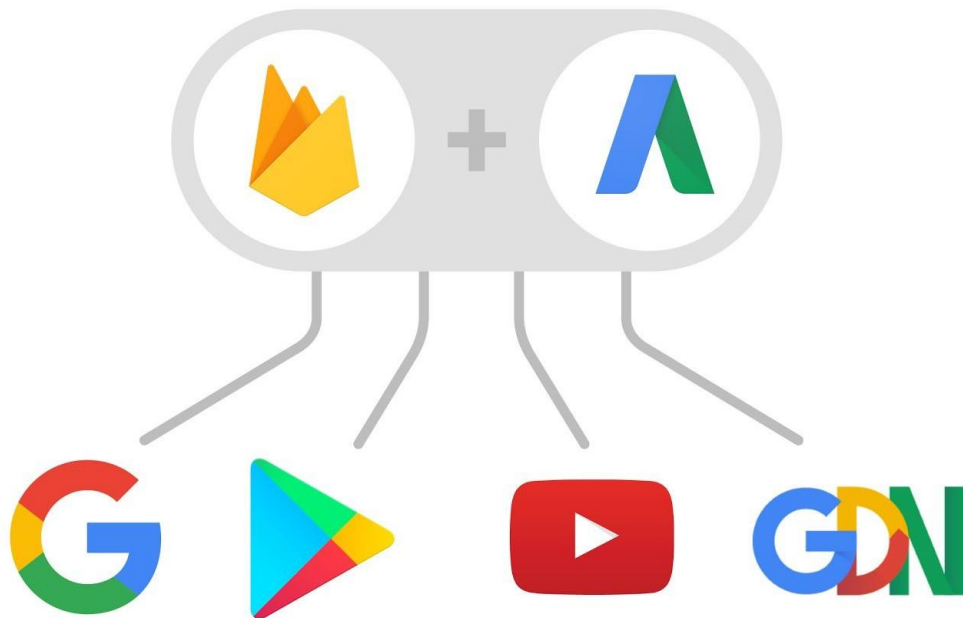
Invites in action





Google AdWords

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



Grow



Re-Engagement

Notifications

App Indexing



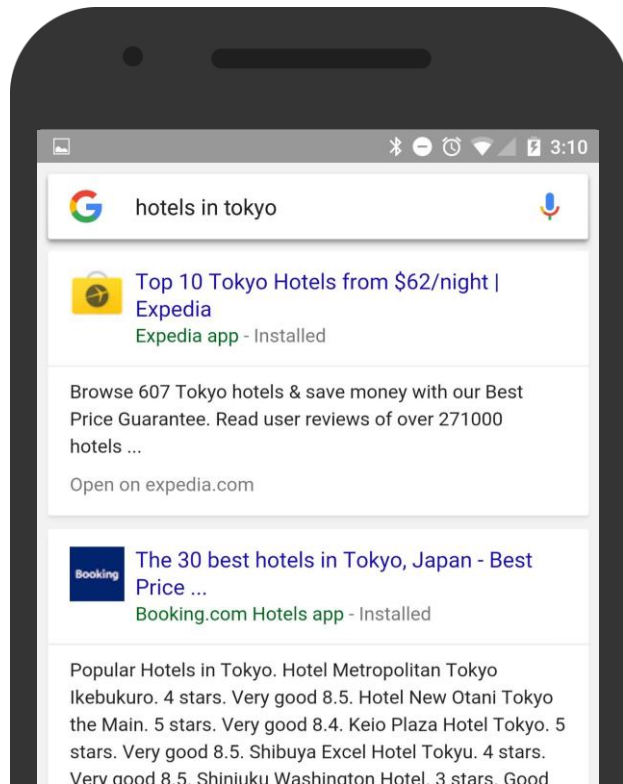
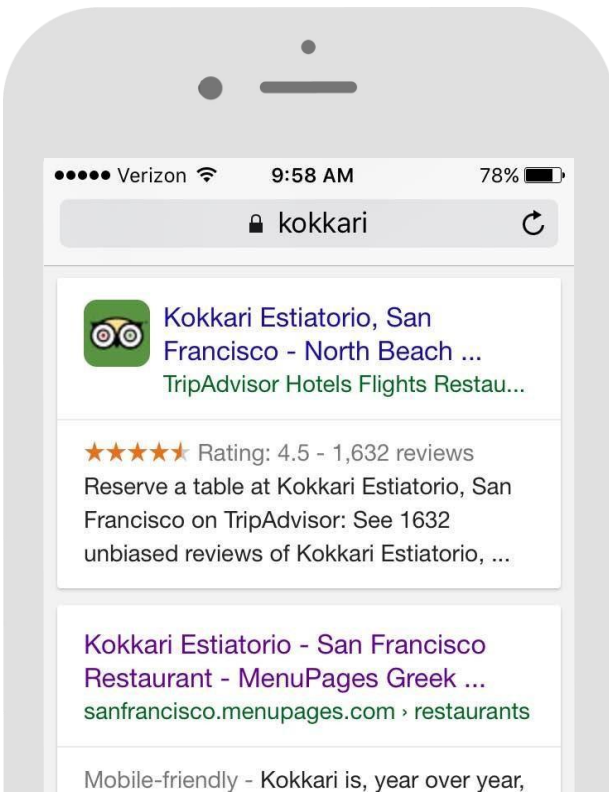
App Indexing

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





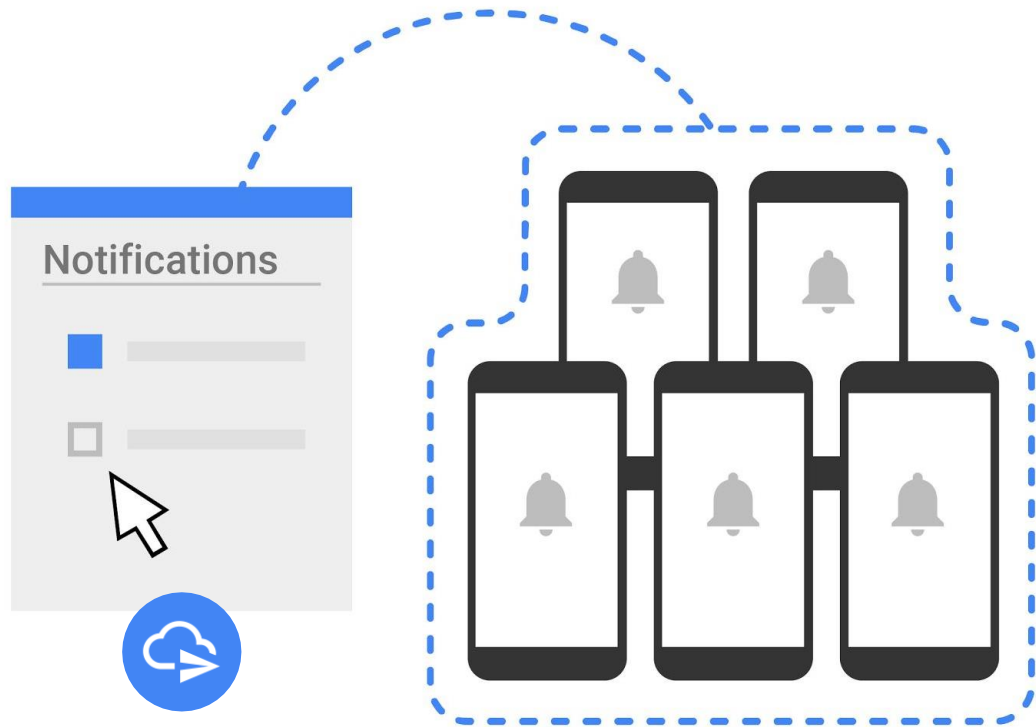
App Indexing





Notifications

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



NEW MESSAGE

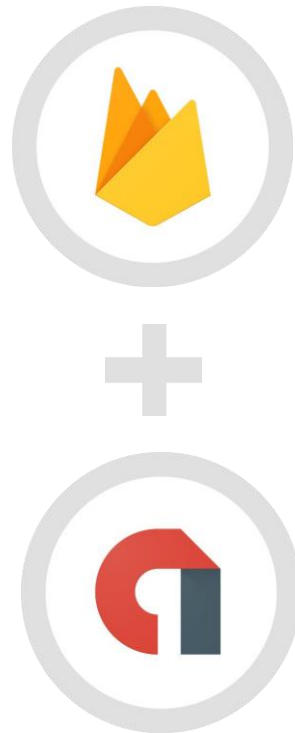
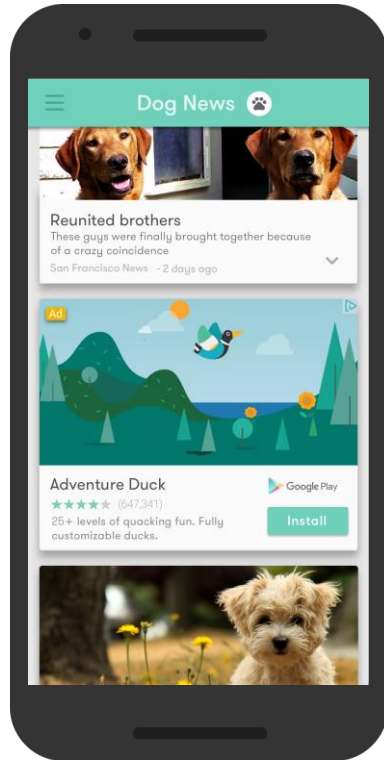


Message	Status	Delivery date	Platform	Target estimate	Rate
Reward credits	✓ Completed	May 15, 2016 12:00 PM	iOS	—	—
Reward for bonus	✓ Completed	May 11, 2016 12:00 PM	iOS	—	—



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