

## FEATURE BRIEF

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# Unlimited mobile app analytics with built-in cross-network attribution

\* The capabilities referenced here are only available to customers who implement app analytics with the Firebase SDK.

## All-In-One Mobile App Analytics And Attribution

App analytics with Google Analytics is designed for mobile app businesses. Built around in-app events, you gain the key insights you need to understand what users are doing in your app and how to optimize their experience.

With tools for both mobile developers and app marketers, app analytics with Google Analytics means you're always on the same page as your colleagues.

App analytics in Google Analytics is natively integrated with Firebase, Google's mobile developers platform. So, when your developer implements the [Firebase SDK](#), Analytics is already included. Simply [connect your Firebase app to Google Analytics](#) and your reports are ready to use.

## The benefits of app analytics with Google:

- Free and unlimited solution.
- Integrated with Firebase,
- Google's platform for mobile developers.
- Built-in cross-network attribution

## Get started with app analytics for Android and iOS today:

[google.com/analytics/analytics](https://google.com/analytics/analytics)

[firebase.google.com/products/analytics](https://firebase.google.com/products/analytics)

## Collect Rich Data And Gain Valuable Insights

### Understand Cross-Network Attribution and Lifetime Value

Knowing which marketing channels drive app installs is critical to app success. Google Analytics app reports provide both cross-network attribution and lifetime value for more than 50 major ad networks.

### Customize Your Reporting with 500 Event-Types

Core events such as installs and in-app purchases are tracked by default. You can also define your own in-app events across iOS and Android, or take advantage of recommended vertical-specific events and custom events.

### See What's Happening in Your App in Realtime

- StreamView visualizes events as they flow into your app reporting to give you a sense of how people around the world are using your app, right down to the city level.
- Snapshot lets you zoom-into a randomly selected individual user's stream of events.

- DebugView uses real-time reporting to help you improve your implementation – making it easy for you to make sure you’re measuring what you want how you want.

## Use Audiences to Discover High-Value Users

- Segment users by actions they perform and apply user properties, such as location or app version, to build any audience segment.
- Compare audiences to identify who your most valuable users are and where they’re coming from.
- Re-engage high-potential audiences with Google AdWords and Firebase’s free growth solutions.

## Share Your Data with Other Industry Tools

- Send conversion data to third party ad networks via postbacks to create more efficient ad campaigns.
- Export raw app analytics data to BigQuery for any type of custom analysis – and use Data Studio templates to easily visualize it.

## Grow Your Business And Buy Media Smarter

### Integrate Your Analytics Insights with Firebase’s Free Growth Solutions

App analytics in Google Analytics is natively integrated with Firebase, Google’s mobile app developer platform. Login to the Firebase console to:

- Promote new app features to custom Audiences with Firebase Cloud Messaging. Send unlimited messages from the Firebase console for free, with no coding required.
- Customize your app content based on user behavior by using custom audiences in Firebase Remote Config to change your app content on the fly.
- Create a compelling offer to incentivize new users, and use Firebase Dynamic Links to take users to the right screen in the app, even after they install.
- Help users re-engage with your app by surfacing app results in Google with Firebase App Indexing.

## Improve Your Overall Monetization

- Revenue, impression and click data from AdMob can now be connected with the rest of your event data collected by the Firebase SDK.
- Understand the true lifetime value for a given segment, factoring in both ad revenue and purchase revenue.
- Learn which screens are driving the most ad revenue and which ones the least.

## Power Your AdWords App Campaigns

- Login to the Firebase console to link your Firebase account with AdWords. Then import conversion events into AdWords to automatically optimize your UAC campaigns.
- Share Audiences with AdWords and run reengagement campaigns to bring valuable lapsed users back to your app.

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### About Google Analytics

Google Analytics gives companies rich insights about their websites, their audiences, and their digital marketing. Powerful, flexible, and easy to use, Analytics helps savvy marketing and analytics professionals drive results for their organizations. Learn more at [google.com/analytics/standard](https://google.com/analytics/standard).

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