

# Unlimited app analytics with cross-network attribution

## All-in-one app analytics

Google Analytics for Firebase is designed for mobile app businesses who have implemented the Firebase software development kit (SDK)\*. Built around in-app events, it offers some of the key insights you need to understand how users engage with your app and how to maximize their experience. That has advantages for both app developers and marketers.

Once the Firebase SDK has been implemented in your app, simply link your Firebase project in Analytics, and your reports are ready.

**Google Analytics for Firebase lets you organize valuable insights and find high-value users for your app.**

## The benefits of Google Analytics for Firebase:



Free and unlimited solution



Integrated with tools to monetize and grow your app



Built-in cross-network attribution

## Cross-network attribution and custom events

To successfully grow your user base, you need to know which marketing channels drive installs. To help you understand that, Analytics reports offer both cross-network attribution and lifetime value information for more than 60 major ad networks.

You can also customize your reporting with 500 event types. Core events like installs and in-app purchases are reported by default. On top of that, you can define your own in-app events on both iOS and Android, or use recommended custom and vertical-specific events.

\*The capabilities mentioned here are only available with the Firebase SDK implemented.

## See what's happening in real time

The real-time visualization tools in Google Analytics for Firebase help you make the right decisions for your mobile app business at the moments when it matters most. Real-time cards connect you to your users, showing you what they're doing right now. See how your business is performing at any given moment, in the context of other important and timely app data.

StreamView helps you dive deeper into real-time engagement and lets you visualize events from around the world down to the city level as they flow into your app reporting. For a closer look, use Snapshot to look at a particular stream of events. Finally, DebugView uses real-time reporting to help you identify bugs so you can resolve them as soon as they show up.

## Discover high-value users

Analytics offers multiple ways to discover and engage with high-value users. Segment users by their actions, and apply user properties (such as locality or app version) to build an audience segment. By comparing segments, you can identify your most valuable users.

With View-Through Attribution, you can collect information on impressions and the source of conversions. Use it to develop a more holistic approach to attribution reporting and gain an understanding of your most effective acquisition and retention channels.

Free growth solutions from Google Ads and Firebase help you re-engage with high-potential audiences, letting you export app data to BigQuery for analysis. You can then import insights into Data Studio, which offers easy-to-use visualization templates.

## Grow your business with integrated tools

Growing your business is easy with integrations between Analytics and Firebase. The growth solutions give you the tools you need to reach out to audiences that are aligned with your business goals.

To promote new app features, use custom audiences with Firebase Cloud Messaging, and send unlimited messages from the Firebase console for free — no coding required. You can also customize app content based on insights and help users re-engage by surfacing app results in Google with Firebase App Indexing.

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**“Firebase Predictions and Remote Config gave us the power to rapidly test different purchase flows in our beta app. Without Firebase, we would not have become profitable in today’s competitive mobile gaming industry.”**

– Avetis Zakharyan, CEO,  
Rockbite

You can also remarket to users by linking your Firebase project to Google Ads. With Dynamic Remarketing, if your Firebase project is linked to Ads, the raw conversion and parameter data is sent to Ads. You can configure your own custom audiences in Ads for more nimble remarketing. Or, import your conversion events into Google Ads to automatically optimize your Universal App Campaigns.

## Improve your overall monetization

To understand the true lifetime value of your customers, you need to consider both ad revenue and revenue from in-app purchases. Impression, revenue, and click metrics from AdMob can all be connected with the rest of your event information collected by the Firebase SDK.

If your Firebase project is linked to AdMob, there are many tools to help you monetize your app. By linking your Firebase account with AdMob, you can learn which screens are driving the most revenue. With Firebase Predictions, which uses machine learning to predict high-value users, and with Firebase A/B testing for ads revenue, you can optimize for both ad revenue and in-app purchases based on your user data from Analytics. This helps determine and maximize monetization potential, while improving user experience.

Learn more at [g.co/analytics](https://g.co/analytics)

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### About Google Analytics

Google Analytics gives marketers deep insights about websites and audiences. Powerful, flexible, and free, Analytics helps savvy marketers find the messages and channels that earn the best results. State-of-the-art conversion attribution and testing tools help businesses large and small build better user experiences and maximize digital strategies. Learn more at [g.co/analytics](https://g.co/analytics).

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