

Hitwe meets its goal of optimal user engagement with Firebase

“Thanks to Firebase integration, we’ve eliminated discrepancies between our internal BI and attribution tool, so we’re more confident in our marketing spend.”

- Ann Lavrisheva
PPC Manager, Hitwe



hitwe

Goals

- Understand user behavior across different segments as a way to optimize engagement with target audiences

Approach

- Use Firebase to analyze performance of AdWords campaigns as well as user behavior
- Build audience lists based on data for optimized push-notification campaigns

Results

- Successfully running campaigns across channels based on Firebase data
- Improved, consistent engagement with audience via targeted push-notifications
- Simplified tracking management through Firebase’s single dashboard

Google

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Improved user engagement
Via Targeted
Push-notifications



Successfully running all campaigns based on Firebase data



Simplified tracking management through Firebase's single dashboard

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Upping engagement with data-driven push-notification campaigns

Simplified tracking management with Firebase's single dashboard