

Sparkpeople harnesses powerful insights from Firebase to reach higher quality users

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- Joe Robb
Digital Marketing Director, Sparkpeople



Goals

- Drive installs from high-quality users

Approach

- Track registrations and purchases using Firebase to collect data on user behavior
- Use data to optimize AdWords campaigns with a focus on installs

Results

- 500K+ installs tracked across all apps using Firebase
- 100K+ registrations tracked
- 35% higher install-to-registration rate for newly acquired users



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"With Firebase, we can now easily and logically track the metrics that help us grow, including registrations, in-app purchases, content engagement and more. With this data we have a better understanding of who our most valuable users are and where they come from... After breaking down user quality by source, we have been happy (and unsurprised) to find that the installs originating from Google have been our highest quality installs, bar none."

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