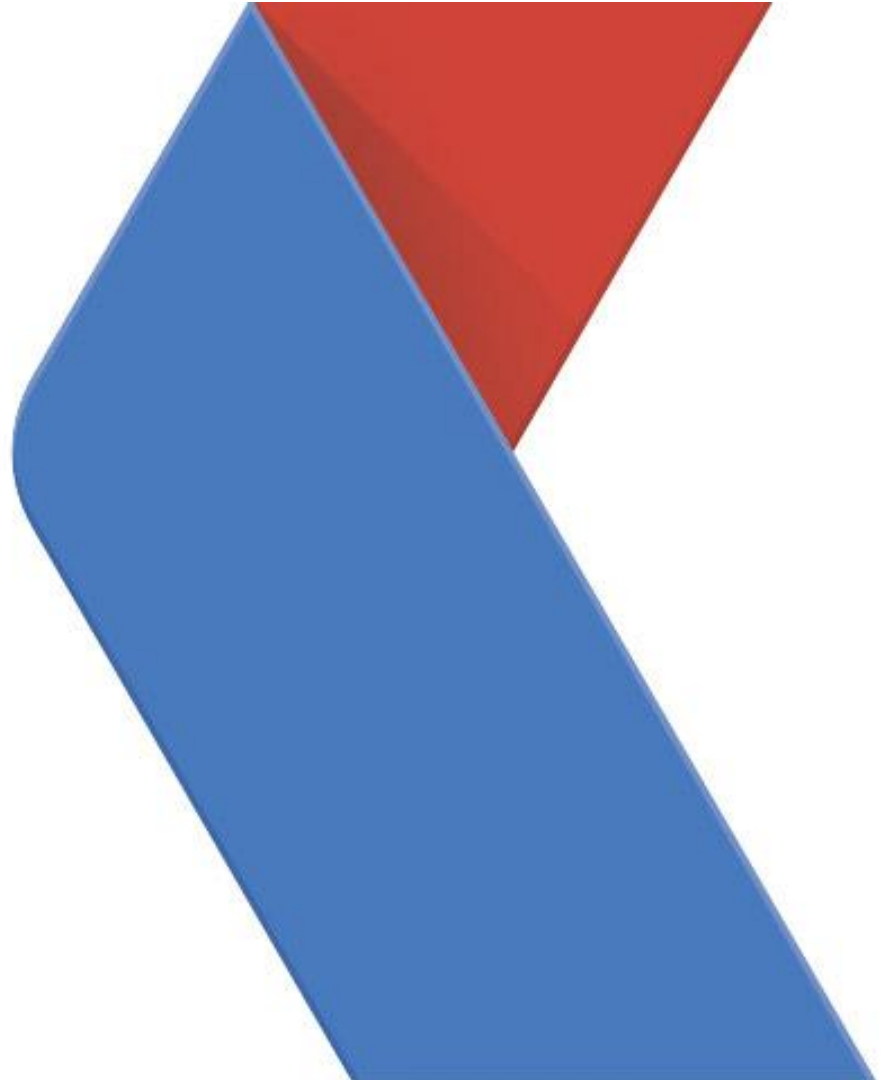


Firestore Analytics



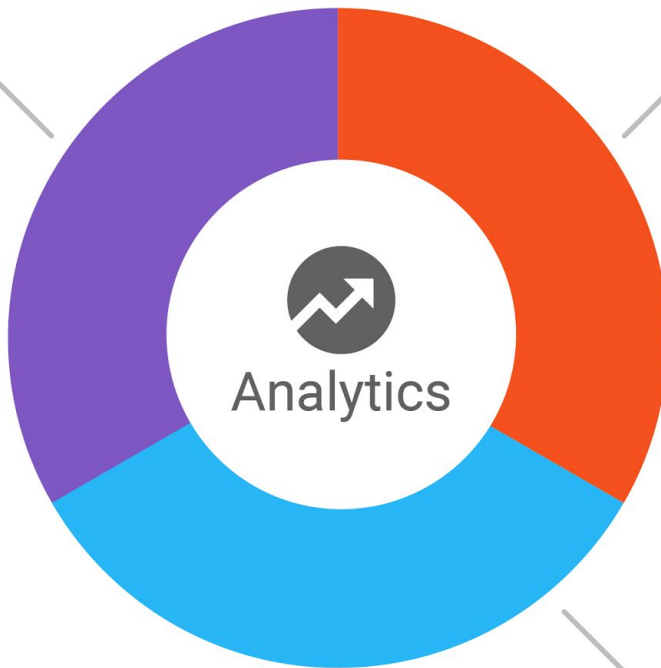
Develop

Backend Services

Realtime Database
Authentication
Hosting
Storage
Cloud Messaging
Remote Config

App Quality Services

Test Lab for Android
Crash Reporting



Grow

Acquisition

Dynamic Links
Invites
AdWords

Re-Engagement

Notifications
App Indexing

Earn

In-app Ads

AdMob

Firestore Analytics

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Welcome back to Firebase

Continue building your apps with Firebase using some of the resources below.


[API Docs](#)

[Examples](#)

Projects using Firebase

Aardvarks Attack

 aardvarks-44210.firebaseio.com

iOS 4 apps

Dino Dash

 dino-dash-551a9.firebaseio.com

iOS 1 app

 elephant-egress-88419.firebaseio.com

iOS 1 app



Create a project

Project name

Country/region 

United States ▼

By default, your Firebase Analytics data will enhance other Firebase features and Google products. You can control how your Firebase Analytics data is shared in your settings at anytime. [Learn more](#)

CANCEL

CREATE PROJECT

IMPORT GOOGLE PROJECT

Carousel

 carousel-ac2ee.firebaseio.com

Firefly Frenzy

 firefly-244a9.firebaseio.com

iOS 2 apps

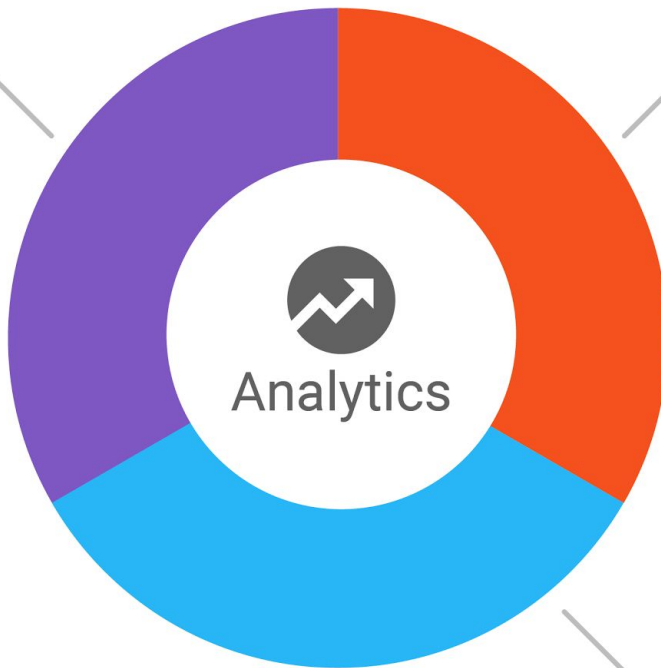
Develop

Backend Services

Realtime Database
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Grow

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Notifications
App Indexing

Earn

In-app Ads

AdMob

iOS

Podfile

```
pod 'Firebase/Core'
```

AppDelegate

```
FIRApp.configure()
```

Android

build.gradle

```
compile 'com.google.firebase:firebase-core:9.0.2'
```

```
...
```

```
apply plugin: 'com.google.gms.google-services'
```

Getting Started

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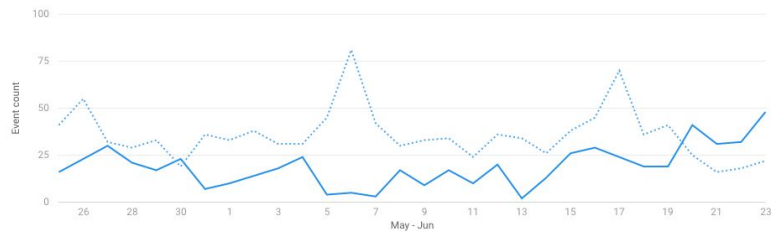
in_app_purchase

exercise_goal = flexibility



Last 30 days

Compared to Apr 25, 2016 - May 24, 2016

Event count
572Users
85Count per user
6.7Value
\$1.4K

Top products

Product id	Quantity	Product revenue	Average Price
com.example.fitness.yoga_mats	271	\$274.36	\$1.01
com.example.fitness.headbands	56	\$57.46	\$1.03
com.example.fitness.exercise_balls	48	\$248.02	\$5.17
com.example.fitness.warm_up_vids	40	\$40.10	\$1.00
com.example.fitness.new_tunes	40	\$129.04	\$3.23
com.example.fitness.leg_warmers	38	\$42.41	\$1.12
com.example.fitness.incence	24	\$240.52	\$10.02

1 - 7 of 16



Average purchase value

\$2.42

-15.4%



Conversion rate

0.05%

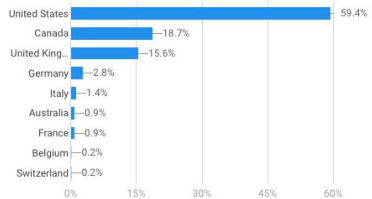
-18.1%



Event location



Country/Region

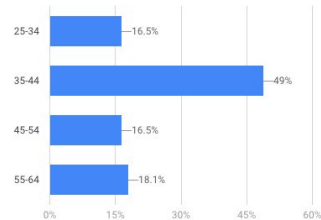


Event demographics

Gender

Female
100%

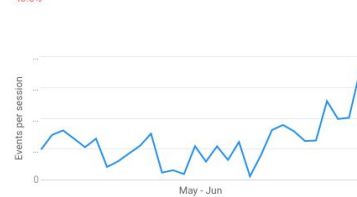
Age



Events per session

0.01

-43.8%



Automatic events

first_open

in_app_purchase

user_engagement

session_start

app_update

app_remove

os_update

app_clear_data

app_exception

notification_foreground

notification_receive

notification_open

notification_dismiss

dynamic_link_first_open

dynamic_link_app_open

firebase_campaign



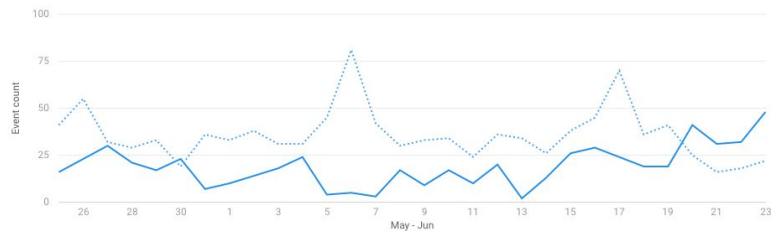
in_app_purchase

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com.example.fitness.exercise_balls	48	\$248.02	\$5.17
com.example.fitness.warm_up_vids	40	\$40.10	\$1.00
com.example.fitness.new_tunes	40	\$129.04	\$3.23
com.example.fitness.leg_warmers	38	\$42.41	\$1.12
com.example.fitness.incence	24	\$240.52	\$10.02

1 - 7 of 16



Average purchase value

\$2.42

-15.4%



Conversion rate

0.05%

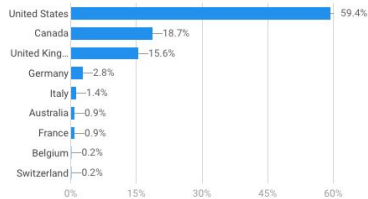
-18.1%



Event location



Country/Region

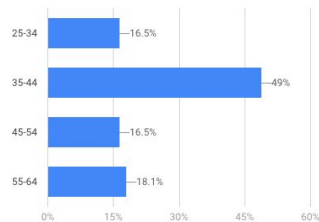


Event demographics

Gender

Female
100%

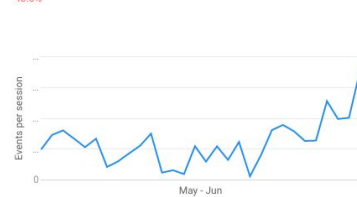
Age



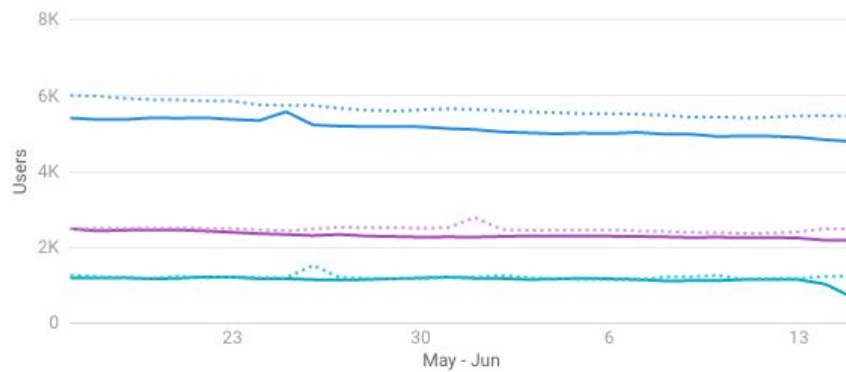
Events per session

0.01

-43.8%



Active users ?



Monthly

4.8K

-12.3%

Weekly

2.2K

-12.4%

Daily

687

-44.2%

Average revenue ?

ARPU

Monthly

\$0.39

-19.9%

Weekly

\$0.10

+1.9%

Daily

\$0.02

-47.3%

ARPPU

Monthly

\$19.25

-22.4%

Weekly

\$8.40

-16.7%

Daily

\$3.27

-38.5%

Retention cohorts 6 weeks ending Jun 15 

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
	100%	19.6%	12.6%	9.6%	8.2%	6.8%
May 1 - May 7						
May 8 - May 14						
May 15 - May 21						
May 22 - May 28						
May 29 - Jun 4						
Jun 5 - Jun 11						

[VIEW RETENTION COHORT](#) 

User engagement ?

Daily engagement

6d 3h 19m

-38.5%



Daily engagement per user

12m 51s

-7.9%



Sessions per user

1.9

-3.8%



Avg. session duration

4m 27s

-32.1%



In-app purchases ?

Users

96

-9.4%



Event count

586

-45.1%



Revenue

\$1.8K

-29.7%



Product id	Quantity	Product revenue
com.redhotlabs.bingo.1000_pack_chips	18	\$461.60
com.redhotlabs.bingo.250_pack_chips	28	\$284.07
com.redhotlabs.bingo.100_pack_chips	47	\$249.63

[VIEW IN-APP PURCHASE EVENT DETAILS](#) →

App version ?



Devices ?

Model



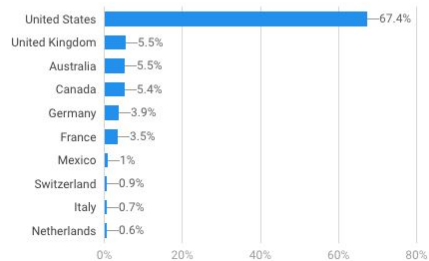
OS version



Location ?



Country/Region

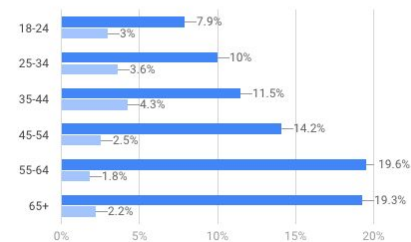


Demographics ?

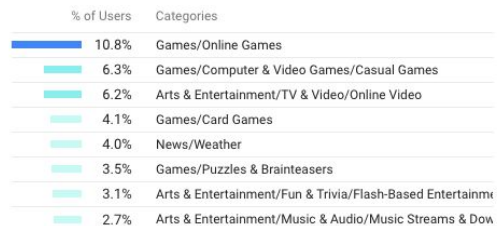
Gender



Age



Interests



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Sending events

Swift

```
FIRAnalytics.logEventWithName("choose_ice_cream", parameters: [  
    "container": "cone",  
    "flavor": "chocolate"  
])
```

Java

```
Bundle params = new Bundle();  
params.putString("container", "cone");  
params.putString("flavor", "vanilla");  
mFirebaseAnalytics.logEvent("choose_ice_cream", params);
```

Analytics

iOS com.redhotlabs.bingo

DASHBOARD

EVENTS

AUDIENCES

ATTRIBUTION

FUNNELS

COHORTS

USER PROPERTIES

Add Filter +



Last 30 days

← Compared to Mar 26, 2016 - Apr 24, 2016

Event name	Count	↗↖	Value	↗↖	Users	↗↖	Mark as conversion
achievements_page_viewed	555	-24.3%	-		303	-5.9%	☐
app_installed	2,829	-12.1%	-		2,799	-9.7%	☒
app_update	177	-60.6%	-		176	-60.8%	☐
app_updated_dialog_popped	587	-40.7%	-		582	-40.4%	☐
bingo_button_highlighted	1,229	-14.9%	-		1,158	-15.5%	☐
bingo_call_mistake_made	351	-22.3%	-		336	-24.5%	☐
buy_new_spin_dialog_accepted	245	-8.9%	-		154	-14.9%	☐
buy_new_spin_dialog_popped	8,421	-4.8%	-		1,636	-5.7%	☐
collection_unlocked	2,181	-2.4%	-		806	-2.4%	☐
collections_page_viewed	569	+11.4%	-		312	+0.6%	☐

Rows per page: 10 ▾

1-10 of 62 < >

DASHBOARD

EVENTS

AUDIENCES

ATTRIBUTION

FUNNELS

COHORTS

USER PROPERTIES



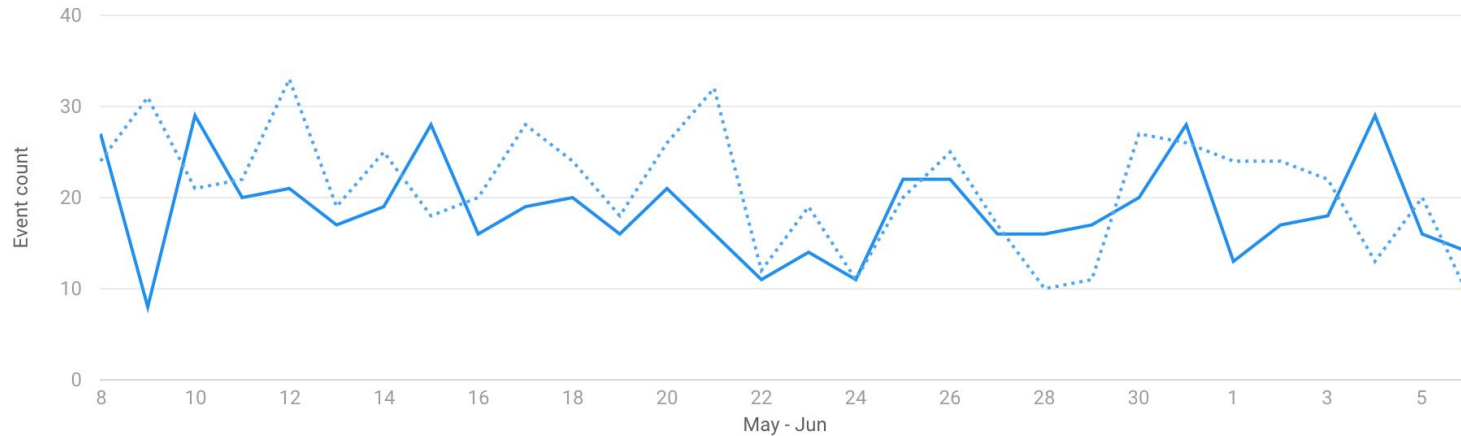
achievements_page_viewed

Add Filter



Last 30 days

Compared to Apr 8, 2016 - May 7, 2016

Event count
561Users ?
296Count per user ?
1.9Value ?
0

Event location ?

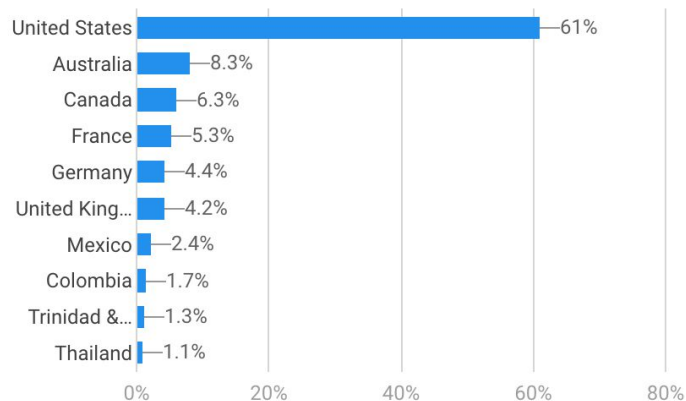
Event demographics ?

achievements_page_viewed ▾

Add Filter



Country/Region

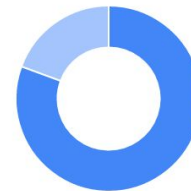


Gender



Last 30 days ▾

↔ Compared to Apr 24, 2016 - May 23, 2016



Female

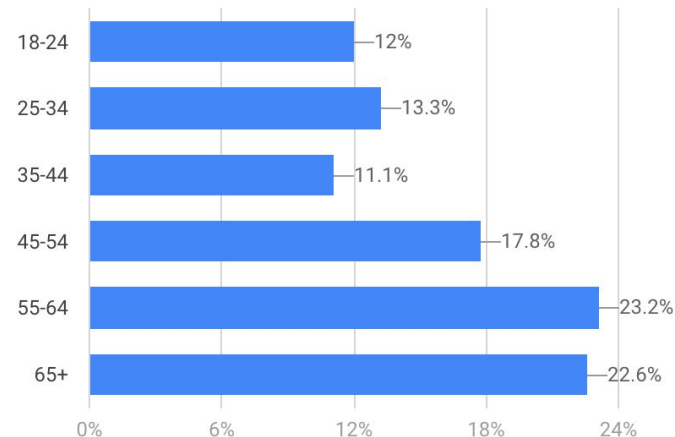
80.6%



Male

19.4%

Age



achievements_page_viewed

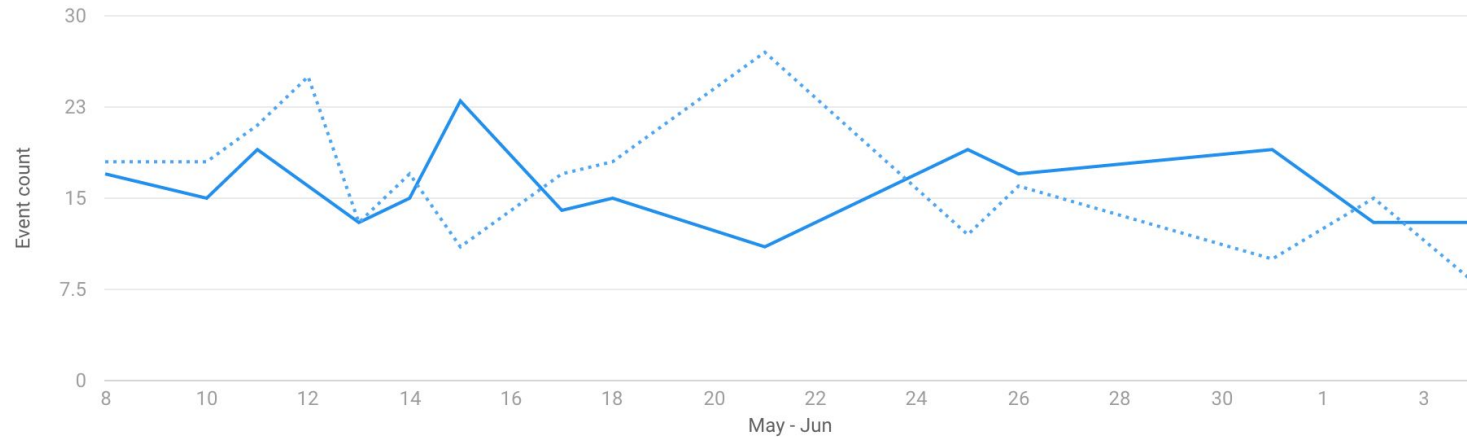
Gender = female



Last 30 days



Compared to Apr 8, 2016 - May 7, 2016

Event count
366Users
206Count per user
1.8Value
0

Event location ?

Event demographics ?

Parameters

"newsletter_join"

"view_painting"

painting_id	4228355
artist	daVinci
zoom_level	1.5

Parameters

"newsletter_join"

"view_painting"

painting_id	4228355
artist	daVinci
zoom_level	1.5
value	85.6

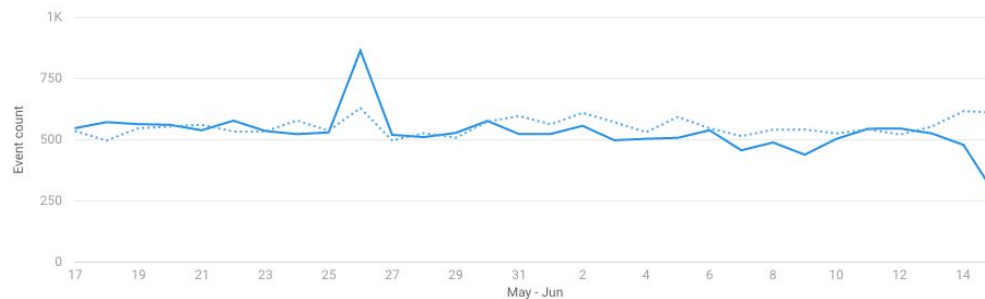
level_up

Add Filter +



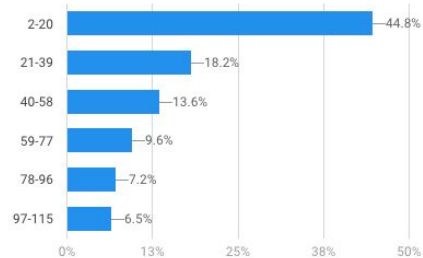
Last 30 days

Compared to Apr 17, 2016 - May 16, 2016

Event count
16KUsers ?
2KCount per user ?
7.8Value ?
0

Level up

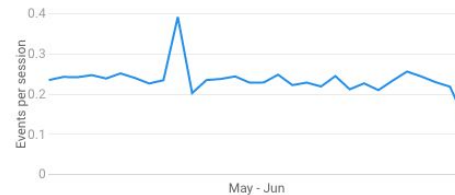
Level



Events per session

0.24

+0.4%



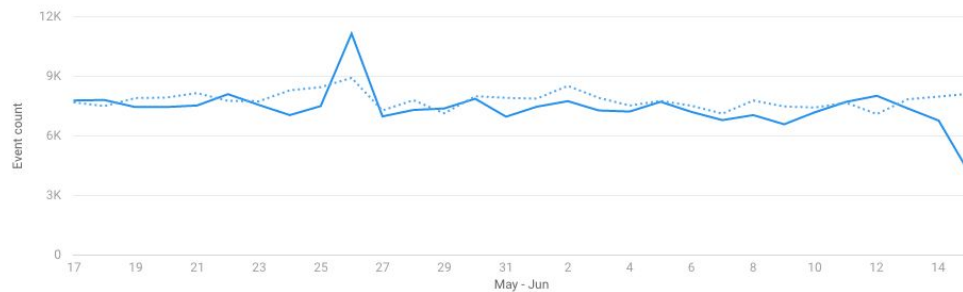
spend_virtual_currency

Add Filter +



Last 30 days

Compared to Apr 17, 2016 - May 16, 2016

Event count
222KUsers
2.6KCount per user
84Value
50M

Virtual goods > All

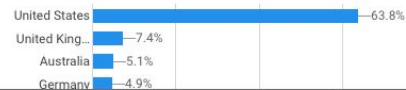
Item name	Quantity	Total value	Average Price
single_player_game	159K	994K	6.3
social_game	30K	90K	3
25_powerups	15K	34M	2.3K
10_keys	11K	11M	1K
3_powerups	2.9K	779K	270
10_powerups	2.1K	1.9M	900
3_key	980	294K	300

1 - 7 of 11 < >

Event location ?



Country/Region



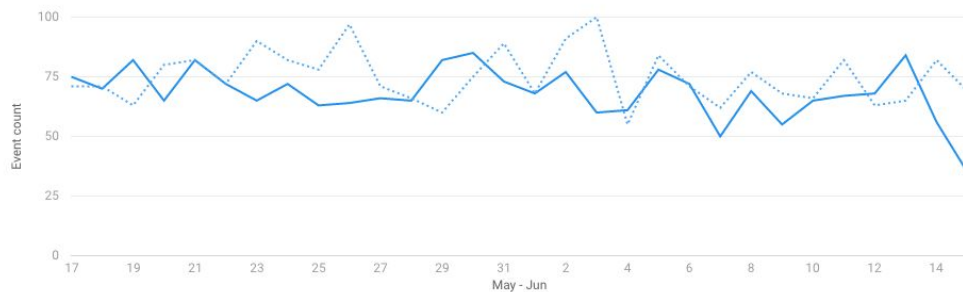
collection_unlocked

Add Filter +



Last 30 days

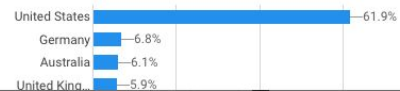
Compared to Apr 17, 2016 - May 16, 2016

Event count
2KUsers
768Count per user
2.7Value
0

Event location ?



Country/Region



Event demographics ?

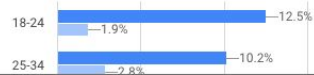
Gender



Female
87.7%

Male
12.3%

Age



Firestore Analytics

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is_signed_in: "true"

music_genre:
"classical"

favorite_food:
"ceviche"

fitness_goal:
"getStrong"

pronounces_gif:
"hard_g"



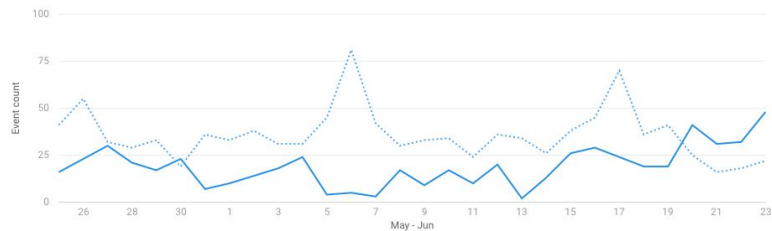
in_app_purchase

exercise_goal = flexibility



Last 30 days

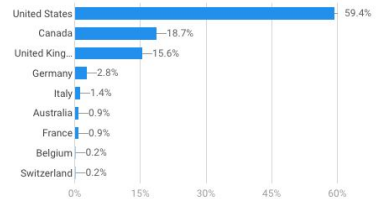
Compared to Apr 25, 2016 - May 24, 2016

Event count
572Users
85Count per user
6.7Value
\$1.4K

Event location



Country/Region

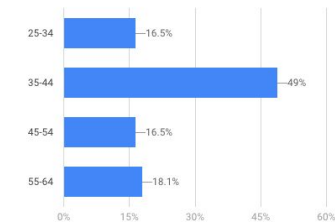


Event demographics

Gender

Female
100%

Age



Top products

Product id	Quantity	Product revenue	Average Price
com.example.fitness.yoga_mats	271	\$274.36	\$1.01
com.example.fitness.headbands	56	\$57.46	\$1.03
com.example.fitness.exercise_balls	48	\$248.02	\$5.17
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com.example.fitness.new_tunes	40	\$129.04	\$3.23
com.example.fitness.leg_warmers	38	\$42.41	\$1.12
com.example.fitness.incence	24	\$240.52	\$10.02

1 - 7 of 16

Average purchase value

\$2.42

-15.4%



Conversion rate

0.05%

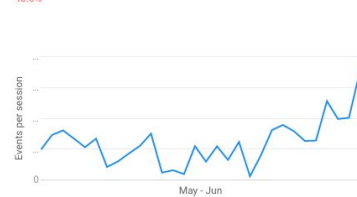
-18.1%



Events per session

0.01

-43.8%



User Properties

Swift

```
FIRAnalytics.setUserPropertyString(favoriteFood, forName:  
    "favorite_food")
```

Java

```
mFirebaseAnalytics.setUserProperty("favorite_food",  
    mFavoriteFood);
```



Analytics

DEVELOP

Auth

Database

Storage

Hosting

Remote Config

Test Lab

Crash

GROW

Notifications

Dynamic Links

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AdMob

DASHBOARD

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COHORTS

USER PROPERTIES



Filter not applicable



Last 30 days

Compared to Apr 18, 2016 - May 17, 2016

NEW USER PROPERTY

User property name

Description

User property name

Description

paintingStyle

Which painting style is this person's favorite?

47/150

CANCEL

CREATE

experimentGroup

What experiment is the user part of?



favoriteArtist

What artist is this person's favorite?



Audience name

Description

Users ?



Created on

Audience name

Fans of Raphael

15/80

Audience description

Female Canadian shoppers who are fans of Italian painters

57/100

Include users that met the following conditions at least once

in_app_purchase



ADD A PARAMETER +

Count > 0

OR

AND

Age



... contains 18-24



OR

Age



... contains 25-34



OR

AND

Country



... contains CA



OR

AND

favoriteArtist



exactly matches



Raphael

OR



Audiences that use Age, Gender or Interest-based filters are not available for targeting in Firebase Notifications and Firebase Remote Config.

AND

CANCEL

CREATE



Remote Config



PARAMETERS

CONDITIONS

Parameter key ?

messageOfTheDay

Value for **Runners**[Add value for condition ▾](#)

There's a new "Run your first marathon" workout available in the store! C

DELETE

Default value

Remember, every day is the first step to a better you!

CANCEL

ADD PARAMETER

labelColor

#FFFFFF66

primaryBackgroundColor

#00000000

shouldWeDisplayVideoAds

HighRollers false

Default value true

subscribeVCButton

SubscribeExperiment Submit!

Default value Subscribe

← Compose message



Message text

\$5 promo

Message label (optional) [?](#)

Enter message nickname

Delivery date [?](#) Time Time zone [?](#)

Send Later ▾ 5/30/16 ▾ 12:00 PM Recipient time zone ▾

☒ Recipient time zone

Target

☒ User segment ☐ Topic ☐ Single device

Target user if...

App	▾
Audience ▾	 Australian Purchasers ▾

AND

ADD TARGET

 Conversion events [?](#)

All fields optional

iOS com.redhotlabs.bingo

Sent || Opened || in_app_purchase ▾

1 Select campaign settings 2 Create an ad group 3 Create ads 4 Conversion tracking

Ad group name Dreamy Boyz target

Max CPC bid \$ 3

Choose how to target your ads

- ☒ Interests & remarketing – show ads to people based on their interests.
- ☐ Placements – show ads in specific categories of apps.
- ☐ Use a different targeting method

Interests & remarketing

Remarketing lists

Search by list name

Filter by label

Remarketing lists: 11

List size

Remarketing list	Size	Actions
All users	500K - 1M	»
All users of Chat'em Up (Apple App Store)	500K - 1M	»
All visitors	200,000	»
Big sharers	53,000	»
Older Swiss men	2800	»
Power chatters	33,000	»
Purchasers	129,000	»
Reviewed my app	65,000	»
Sticker purchasers	89,000	»

Selected: 3

Remarketing lists: 3

- Older Swiss men
- Sticker purchasers
- Women in the UK

Show similar audiences

Weekly available impressions
Display Network
75K - 100K Devices
75K - 100K Impressions



Targeting methods

Interests & remarketing (3)

This is just an estimate of your initial targeting reach and doesn't take into account automated targeting methods or bid, budget and device settings.
[Learn more](#)

Narrow your targeting further (optional)

Firestore Analytics

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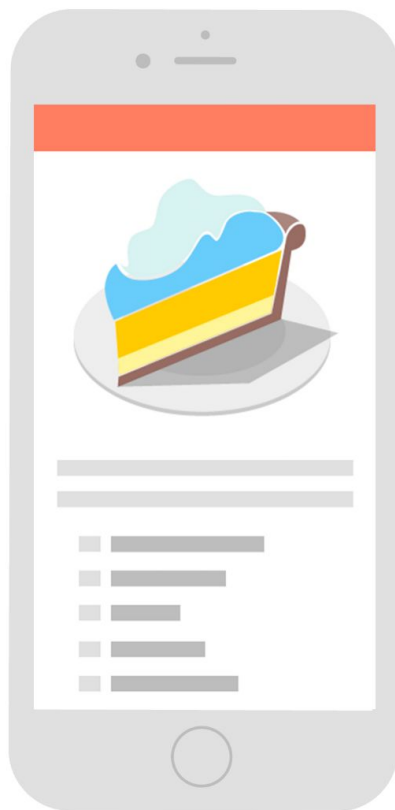


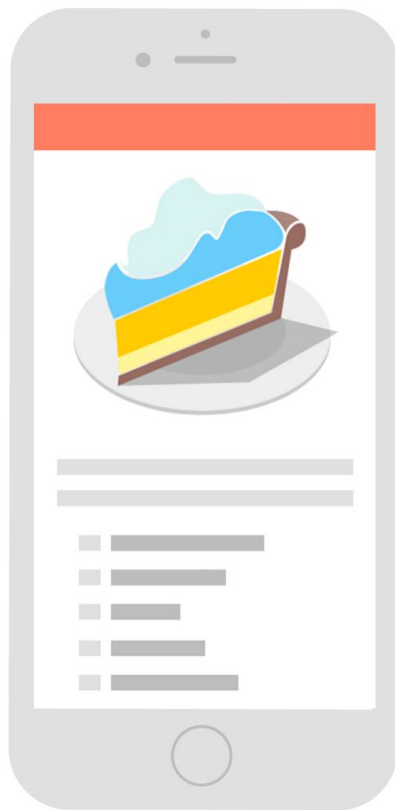


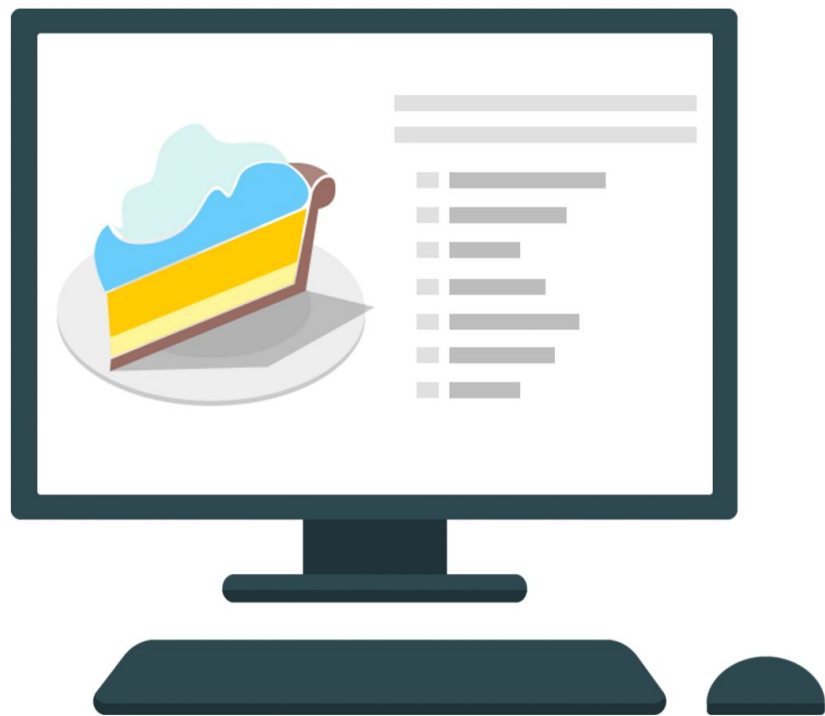
- Free and unlimited
- Events and users
- Integrates with Firebase features
- Mobile only

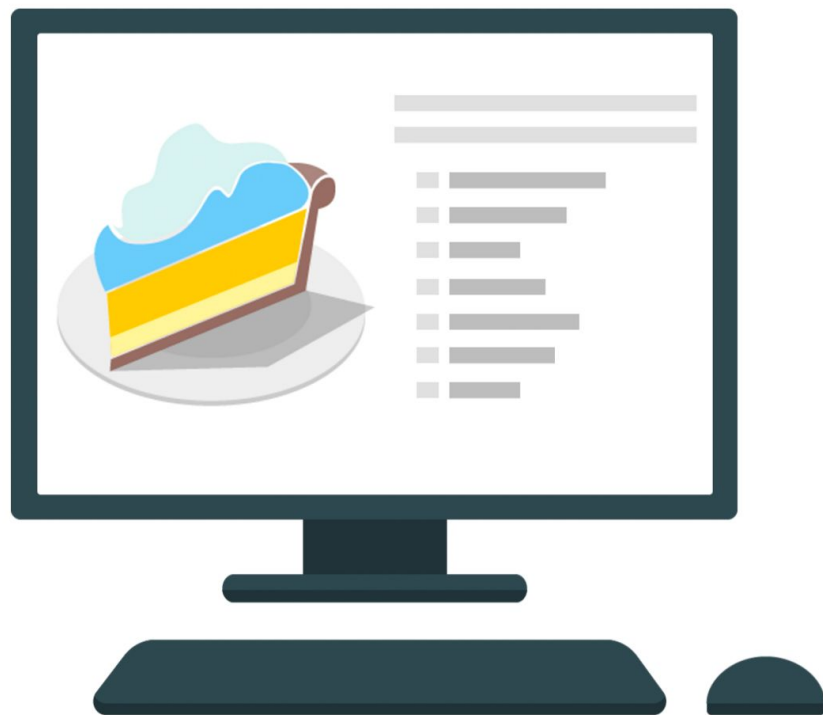


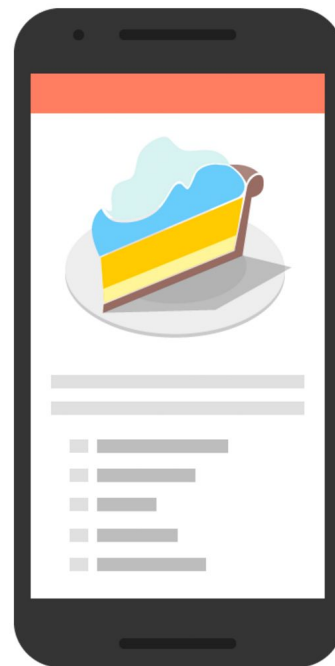
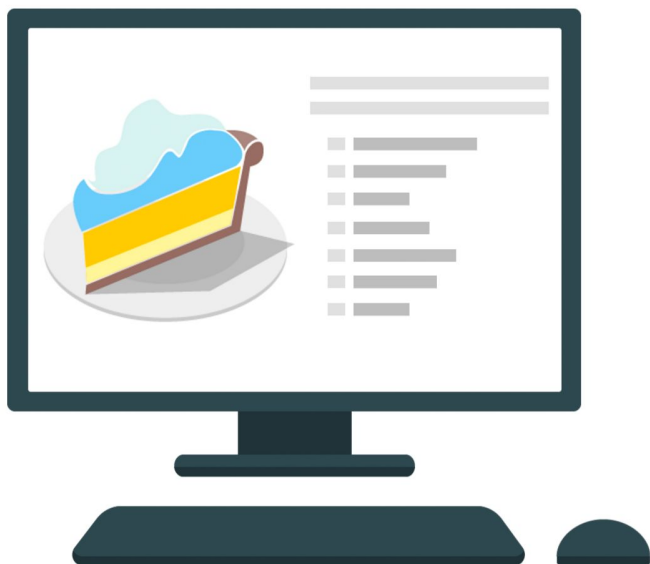
- Mobile and web
- More specialized reporting
- Paid tier
- Dedicated account management and SLA

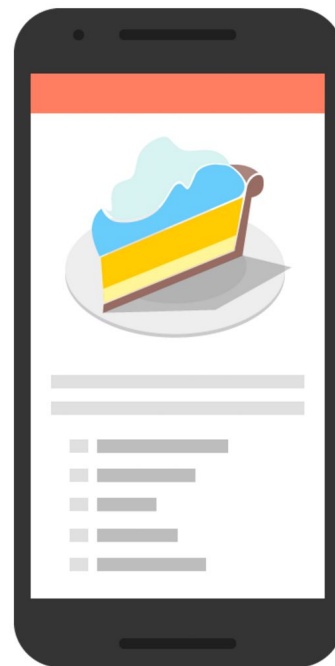
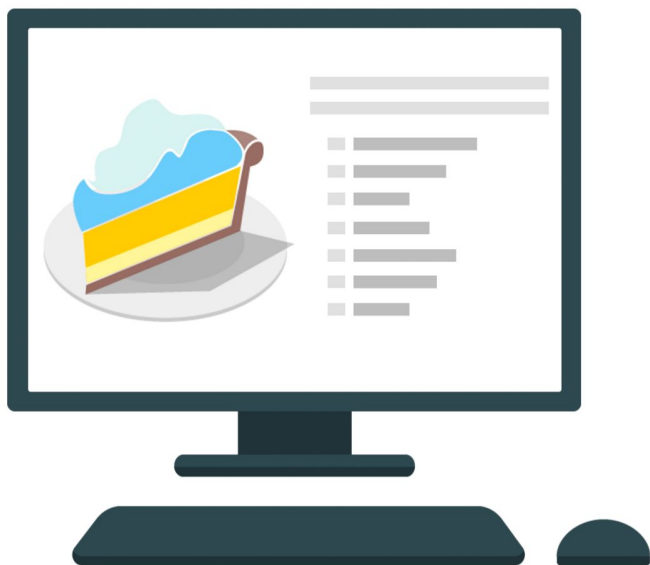












Firestore Analytics

Getting Started

Using Built-in Reports

Reporting Custom Events

GA vs. FA

Conclusion



Firestore Analytics

- **Firestore**
<https://firebase.google.com>
- **Firestore Analytics**
<https://firebase.google.com/analytics>

