Firebase Analytics
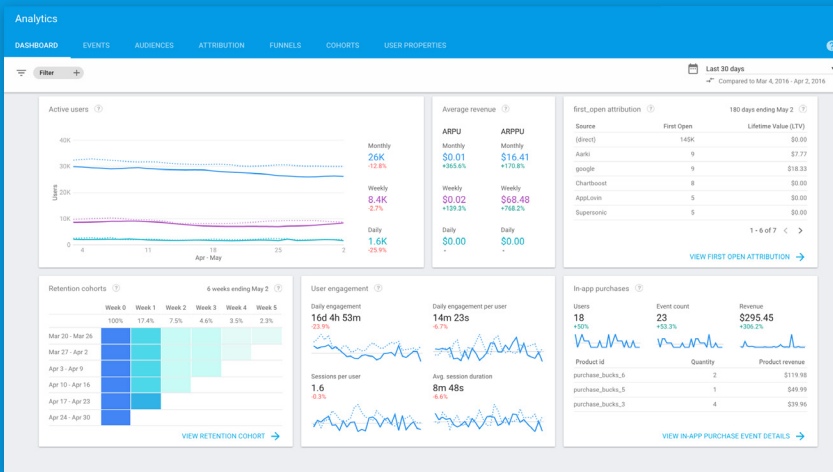
Introducing **Firebase Analytics**

Free and unlimited
mobile app analytics
with built-in attribution

ALL-IN-ONE MOBILE APP ANALYTICS AND ATTRIBUTION

Firebase 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 app developers and app marketers,** Firebase Analytics means you're always on the same page as your colleagues, with **no need to merge data from different sources.**

When your developer implements the **Firebase SDK,** Firebase Analytics is already included. Simply login to the Firebase console and Firebase Analytics is ready to use.

COLLECT RICH DATA AND GAIN VALUABLE INSIGHTS 🔍

⇄ Track Cross-Network Attribution and Lifetime Value

Knowing which marketing channels drive app installs is critical to app success. **With one SDK, Firebase Analytics tracks both cross-network attribution and lifetime value** for more than 20 major ad networks.

▦ Customize Your Reporting with 500 Event-Types, for Free

With Firebase Analytics, **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 Firebase's recommended vertical-specific events.

👤 Use Firebase 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

Firebase is a **flexible and open platform.**

- **Send conversion data to ad networks** via postbacks to create more efficient ad campaigns.
- **Export raw data** from Firebase Analytics to BigQuery for any type of custom analysis.

GROW YOUR BUSINESS AND BUY MEDIA SMARTER ⬈

⟳ Integrate Your Firebase Analytics Insights with Firebase's Free Growth Solutions

- Promote new app features to custom Firebase Audiences with **Firebase Notifications.** Send unlimited messages from the Firebase console for free, with no coding required.
- Grow your app with word-of-mouth marketing when you use **Firebase Invites.** Discover your most valuable users with Firebase Analytics, and let them promote the app to their friends with rich and personal invites via SMS or email.
- Create a compelling offer to incentivize new users, and use **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 **App Indexing.**

🔗 Link Firebase to AdWords for Smarter App Install Campaigns

- Import Firebase Analytics events into AdWords to automatically optimize your ad campaigns.
- Share Firebase Audiences with AdWords and run App Engagement campaigns to bring valuable lapsed users back to your app.

Get started with free and unlimited app analytics for Android and iOS today: **firebase.google.com**