

# **Mivel mérjem a mobil appom?**

HWSW mobile!, 2017. 11. 29.

# Google Analytics vs. Firebase



Google Analytics



Firebase

# Google Analytics for Mobile Apps



Use Google Analytics for Mobile Apps to measure and optimize user acquisition and engagement with mobile apps. With easy-to-use SDKs and reports designed with app developers in mind, Google Analytics for Mobile Apps enables you to:

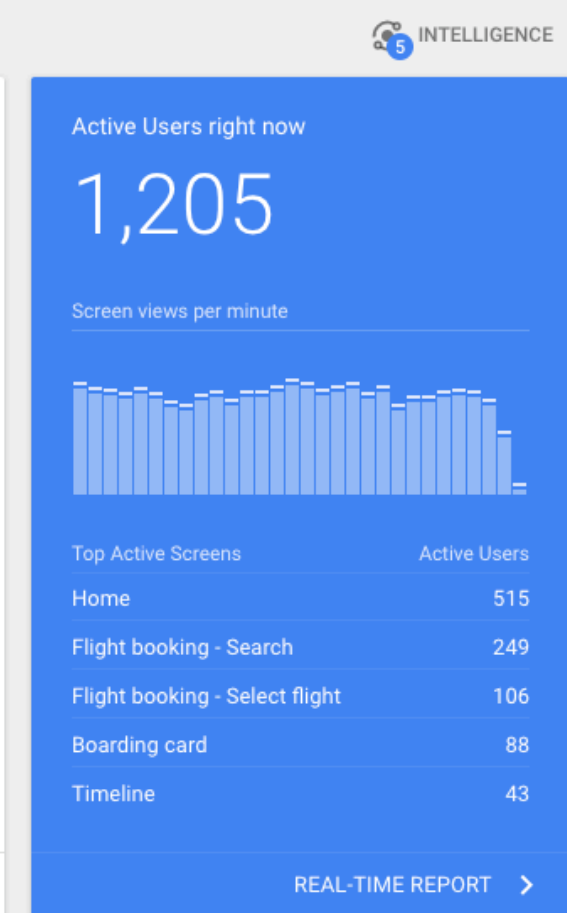
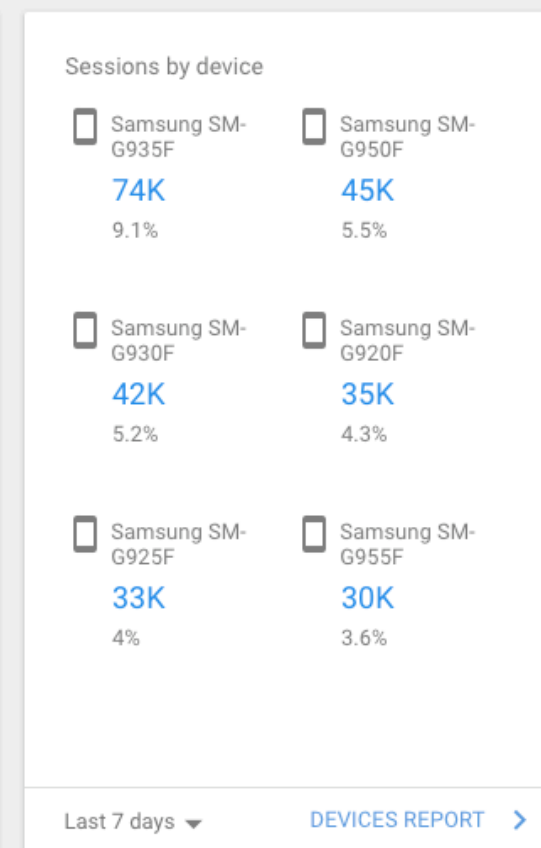
- Understand the number of users in your app, their characteristics, and where they come from.
- Measure what actions your users are taking.
- Measure in-app payments and revenue.
- Customize reports specific to your business.
- Visualize user navigation paths.
- Slice and dice your data to understand different user groups' behavior
- Leverage Google Analytics data in other Google products.

Learn more about how to measure with Google Analytics by looking at our [Mobile App Implementation Guide](#).

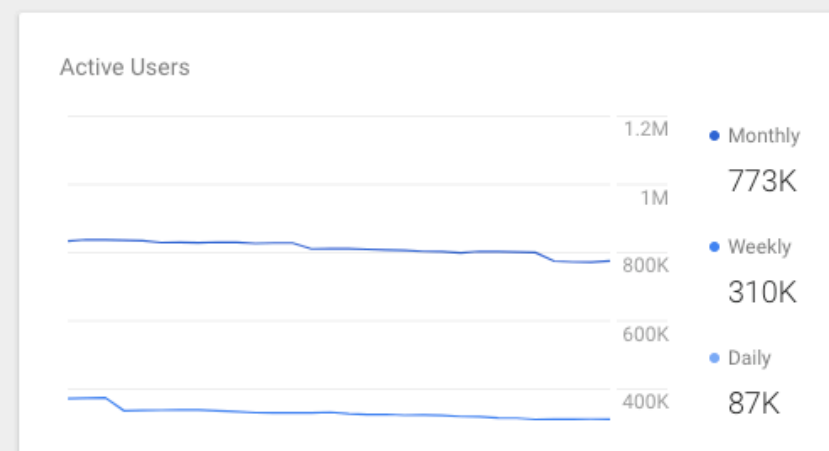
## Google Analytics Home



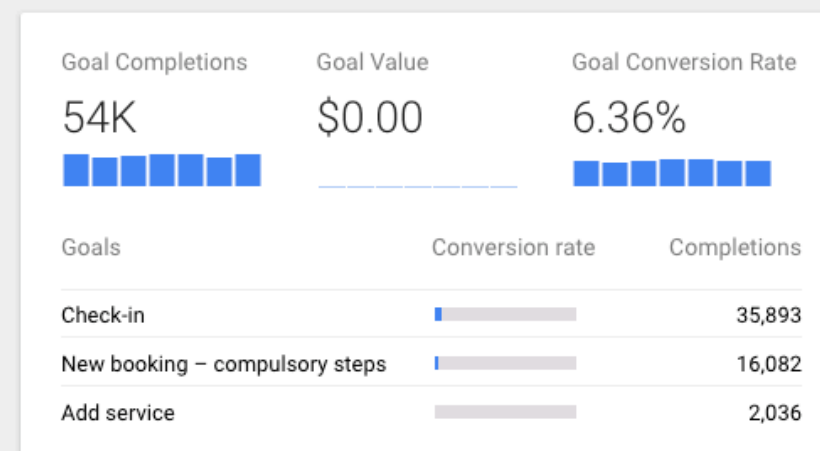
## Sessions by device



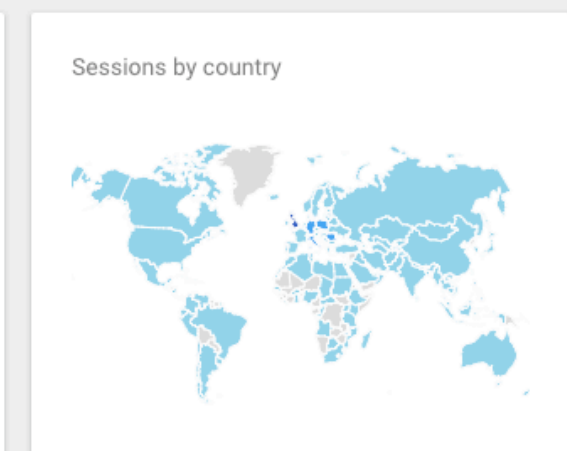
## How are your active users trending over time?



## How are you performing against goals?



## Where are your users?



Google Analytics for Firebase is a free app measurement solution that provides insight on app usage and user engagement.

At the heart of Firebase is Google Analytics for Firebase, a free and unlimited analytics solution. Analytics integrates across Firebase features and provides you with unlimited reporting for up to 500 distinct events that you can define using the Firebase SDK. Analytics reports help you understand clearly how your users behave, which enables you to make informed decisions regarding app marketing and performance optimizations.

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[ANDROID SETUP](#)

[C++ SETUP](#)



## Key capabilities

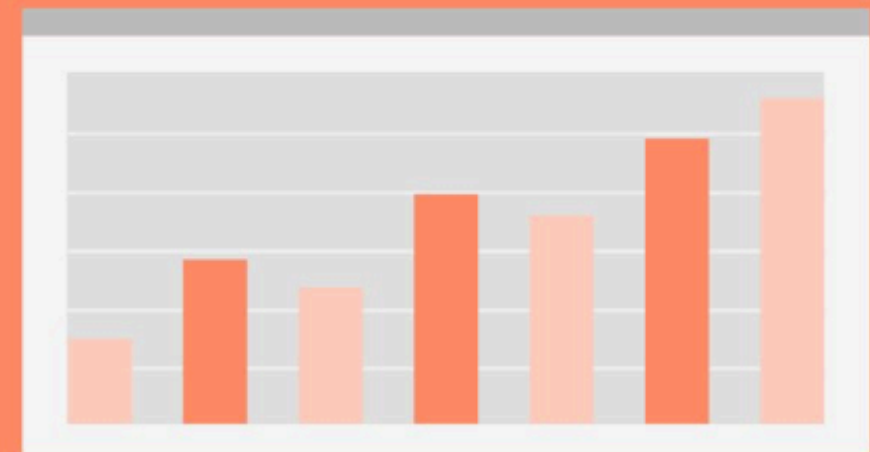
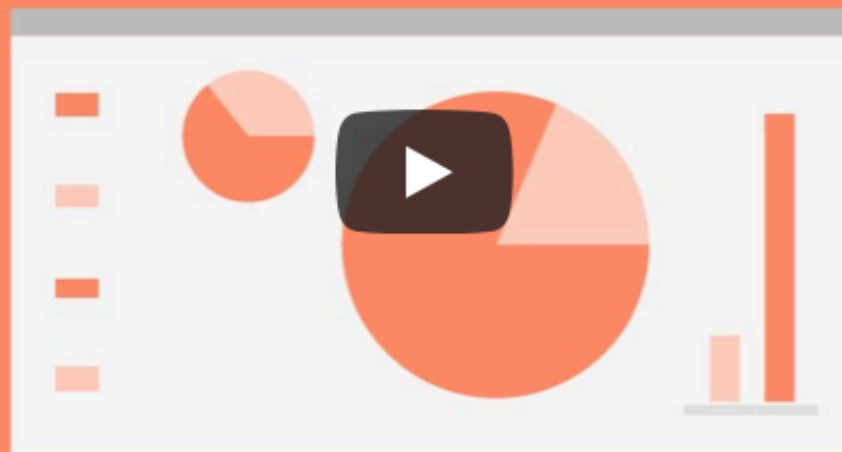
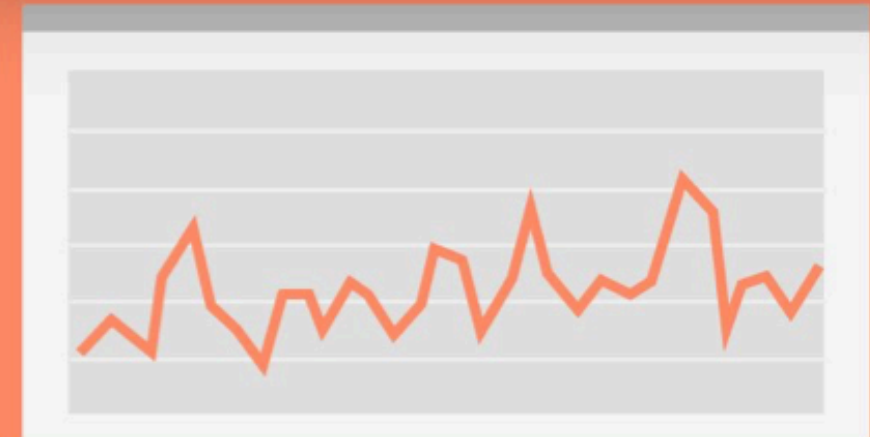
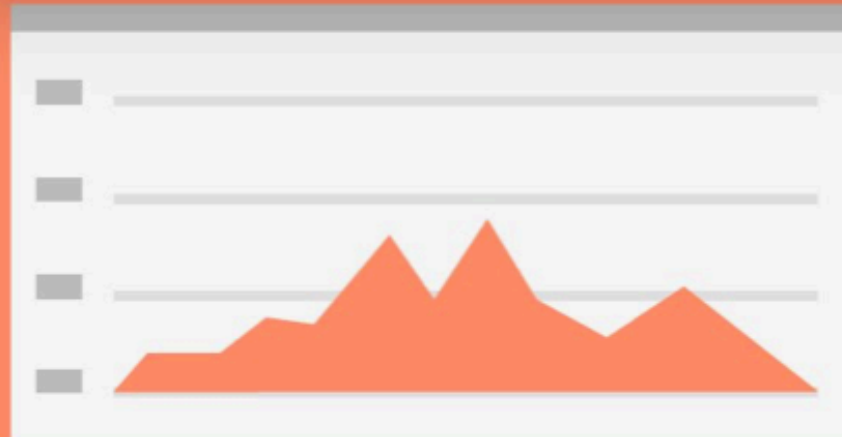
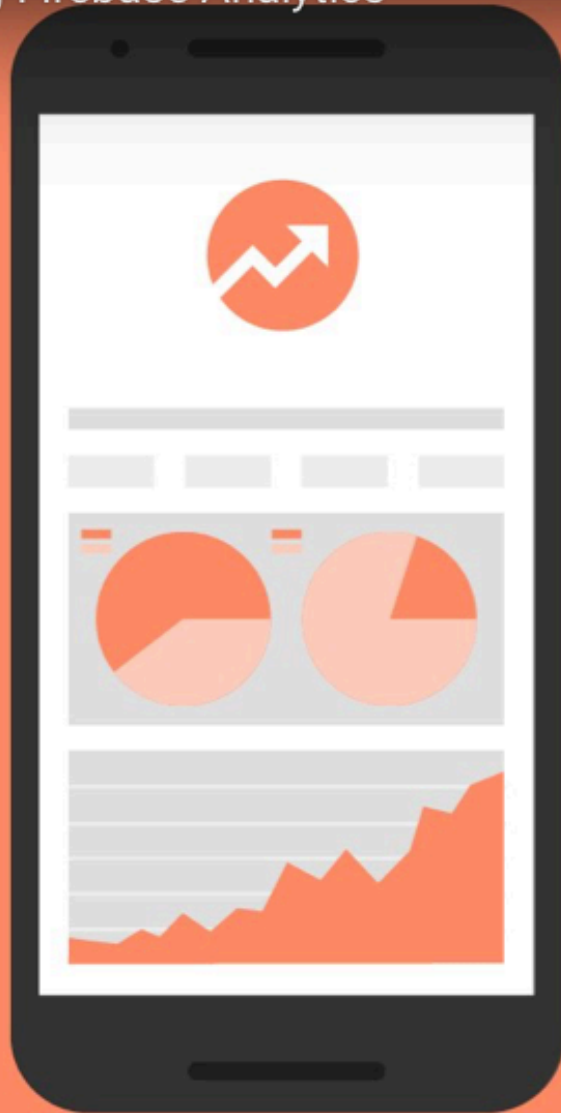
### Unlimited Reporting

Analytics provides unlimited reporting on up to 500 distinct events.

### Audience Segmentation

Custom audiences can be defined in the Firebase console based on device data, custom events, or user properties. These audiences can be used with other Firebase features when targeting new features or notification messages.

Introducing Firebase Analytics



# Analytics

**Firebase**

Project Overview

⚙️

DEVELOP

👤 Authentication

🗄 Database

📁 Storage

🌐 Hosting

⚡ Functions

STABILITY

🔧 Crashlytics

📄 Crash Reporting

🏎 Performance

🧪 Test Lab

ANALYTICS

📊 Dashboard

📅 Events

🌐 Audiences

📊 Attribution

📊 Funnels

👤 Cohorts

🕒 StreamView

📱 Latest Release

Blaze

Pay as you go

MODIFY

<

You're viewing the Firebase demo project. [Learn more](#)

CREATE A PROJECT

EXIT DEMO

Dashboard

Flood-It! Android

Add Filter

+

Last 30 days

↔ Compared to Sep 21, 2017 - Oct 20, 2017

How often are your users converting?

Active users

Users active in last 30 minutes

Top conversion events

17K

63

11K

5.4K

Active users per minute

576

1.4K

Top conversion events

1

2.4%

Count

38

-7.5%

session\_start

11

-1.1%

level\_complete

4

StreamView

VIEW CONVERSION EVENTS

Where are your users engaged?

Engagement per user

5m 9s

8.5%

Top screens

Screen class	% total		Avg. time	
game_board	57.8%	+3%	0m 56s	+1.4%
MainActivity	22.1%	-1.3%	0m 26s	+6.7%
game_over	4.2%	+45.6%	0m 7s	+31.7%

VIEW SCREEN\_VIEW EVENT DETAILS

How much revenue is your app making?

Total revenue

\$2.98

-96.2%

Revenue sources

Purchase	AdMob	ARPU	ARPPU
\$2.98	\$0.00	\$0.00	\$1.49

VIEW REVENUE

How stable is your app?

Crash-free users

98.05%

0.2%

VIEW CRASH DETAILS

# Pros & Cons

## Google Analytics

- Screenview/pageview követésre épülő logika
- „Csak” digitális analitika szoftver
- Limitált hit szám az ingyenes verzióban és a fizetős GA 360 csomagban is
- Egyszerű appok méréséhez gyorsabban beállítható az alapmérés
- A pageview logika flow elemzési nehézségeket okoz
- Egy felületen érhető el az összes Google szolgáltatás (GA, GTM, Optimize stb.)

## Firebase

- Event alapú, kifejezetten appokra specifikált eszköz
- **Integrált, nem csak általános analitikára használható**
- Automatikusan méri az első megnyitást
- Folyamatos fejlesztések, béták, Google által javasolt app mérési platform
- Crashlytics, Predictions, A/B Testing, Attribution, Push Notification Analytics, Remote Config, Audiences





## Google Analytics

iOS  C++ 

Analyze user attributions and behavior in a single dashboard to make informed decisions on your product roadmap. Gain realtime insights from reports, or export your raw event data to Google BigQuery for custom analysis.

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## Cloud Messaging

iOS  

Send messages and notifications to users across platforms—Android, iOS, and the web—for free. Messages can be sent to single devices, groups of devices, or specific topics or user segments. Firebase Cloud Messaging (FCM) scales to even the largest apps, delivering hundreds of billions of messages per day.

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## Predictions BETA

iOS   C++ 

Firebase Predictions applies machine learning to your analytics data to create dynamic user groups based on predicted behavior. These user groups can be used for targeting in other products like notifications, Remote Config and more.

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## Dynamic Links

iOS   C++ 

Use Dynamic Links to deliver a customized user experience for iOS, Android, and the web. You can use them to power mobile web to drive native app conversions, user to user sharing, social and marketing campaigns, and more. Dynamic Links provides you with the attributions you need to better understand your mobile growth.



## Remote Config

iOS  C++ 

Customize how your app renders for each user. Change the look and feel, roll out features gradually, run A/B tests, deliver customized content to certain users, or make other updates without deploying a new version—all from the Firebase console. Monitor the impact of your changes and make adjustments in a matter of minutes.



## Invites

iOS  C++ 

Enable your users to share all aspects of your app, from referral codes to favorite content, via email or SMS. This out-of-the-box solution works with Google Analytics for Firebase, so that you know when a user has opened or installed an app via invite.



## App Indexing

iOS 

Re-engage users with their installed apps with this Google Search integration. If users have your app and they search for related content, they could launch it directly from the results. If users don't have your app yet, an installation card shows up when they search for similar apps.

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## AdMob

iOS  C++ 

Earn money by displaying engaging ads to a global audience. AdMob has all you need to implement first-class monetization strategies and to maximize the revenue generated by each user. It can be tailored to your app, and its APIs are built to integrate rich ad formats with ease.

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## AdWords

iOS 

Acquire and retain users with the reach of Google. You can run ads across Search, display, and video as well as target specific user segments you define in Google Analytics for Firebase. Improve ad targeting and optimize your campaign performance.

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**“If your digital strategy is app-driven, Firebase is the right analytics tool for you.”**

Secure | <https://mito.hu/ga-kezdoknek/>

# Google Analytics kezdőknek

Töltsd le a 70 oldalas ebookot,  
amiben bemutatjuk lépésről lépésre az eszköz használatát.

**Kérem az ebookot**

A Kérem az ebookot gomb megnyomásával elfogadod az [adatkezelési szabályzatunkat](#).

Hiszünk benne, hogy a Google Analytics az egyik leghasznosabb digitális analitika eszköz, amivel az online üzleti tevékenységet nem csak mérni és kiértékelni lehet, hanem a döntéshozatalban is fontos szerepet kaphat. Amellett, hogy bemutatjuk az Analytics alapvető beállítási módjait, részletesen elmagyarázzuk a program működését, hogy megfelelően tudj hozzákezdeni a fiókod beállításához, és biztos alaptudással készíts digitális elemzéseket.





**Köszönöm a figyelmet!**

**[a.bay@mito.hu](mailto:a.bay@mito.hu)**