Mobile Application Development

Produced by

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Android & Firebase Part 4

Firebase Integration

Agenda

- Firebase history
- The all new Firebase
- Real-time database
- Authentication
- Storage
- Remote config
- Hosting
- Crash reporting
- Test lab
- Firebase cloud messaging
- Dynamic links
- App indexing
- Analytics
- CoffeeMate Highlights & Demos along the way…

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- ❑ Firebase history
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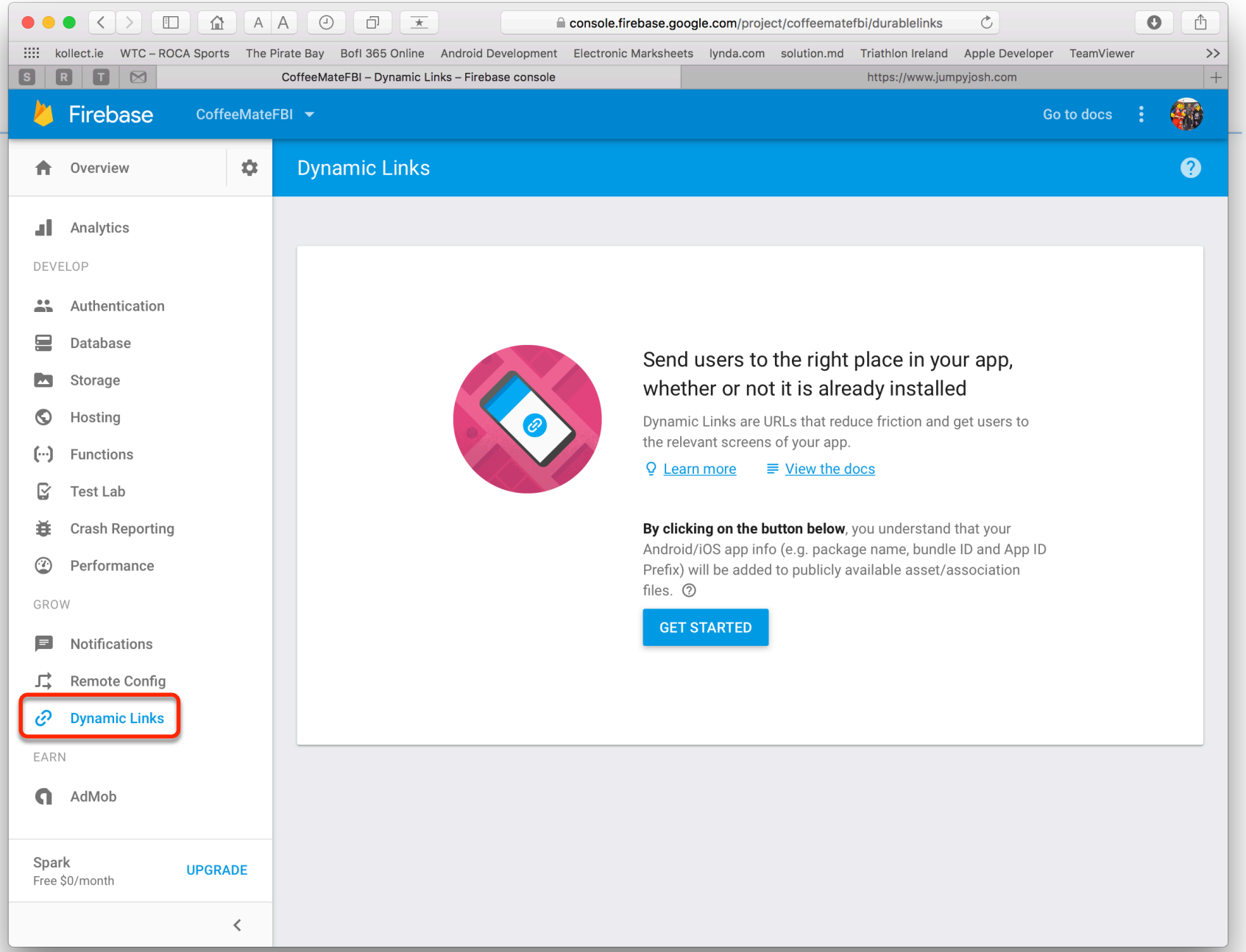
- ❑ Dynamic links
- ❑ App indexing
- ❑ Analytics
- ❑ CoffeeMate Highlights & Demos along the way…

Dynamic Links

Works the way they're supposed to

Firebase Dynamic Links

- When users open a Dynamic Link into an app that is not installed, the app's Play Store page opens, where users can install the app. After users install and open the app, the app displays the deep-linked content.
- Dynamic Links work seamlessly across iOS, Android, and web apps.
- if your app needs to be upgraded to open a link, your app automatically opens the link (with appropriate content) after upgrading.
- Create short links using the Firebase console.
- Free, unlimited use.


console.firebase.google.com/project/coffeematefbi/durablelinks
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Bofl 365 Online
Android Development
Electronic Marksheets
lynda.com
solution.md
Triathlon Ireland
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TeamViewer
CoffeeMateFBI – Dynamic Links – Firebase console
https://www.jumpyjosh.com
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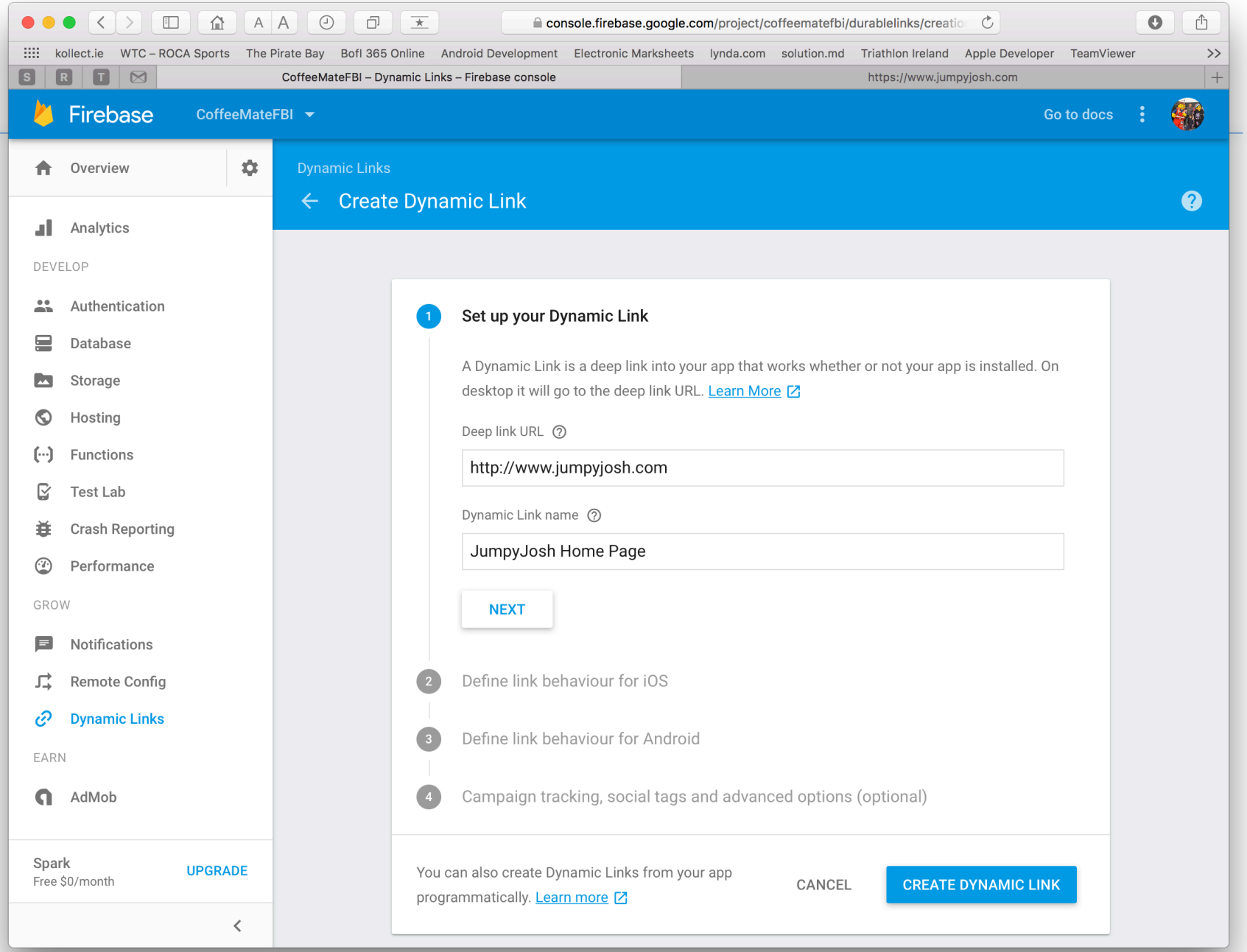
Dynamic Links
EARN
AdMob
Spark
Free $0/month
UPGRADE
Dynamic Links
Send users to the right place in your app, whether or not it is already installed
Dynamic Links are URLs that reduce friction and get users to the relevant screens of your app.
Learn more
View the docs
By clicking on the button below, you understand that your Android/iOS app info (e.g. package name, bundle ID and App ID Prefix) will be added to publicly available asset/association files.
GET STARTED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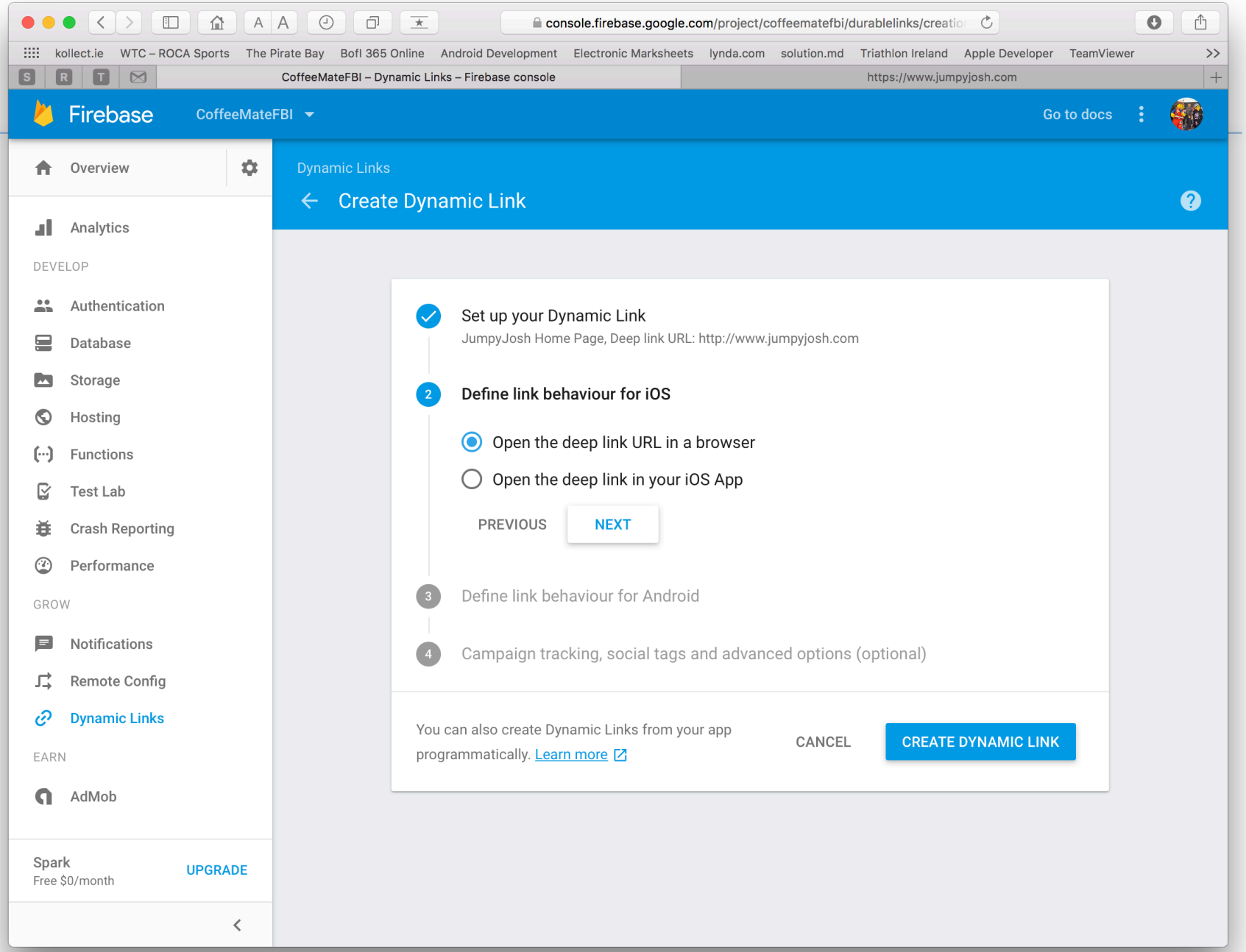
UPGRADE
Dynamic Links
Create Dynamic Link
1
Set up your Dynamic Link
A Dynamic Link is a deep link into your app that works whether or not your app is installed. On desktop it will go to the deep link URL. Learn More
Deep link URL
http://www.jumpyjosh.com
Dynamic Link name
JumpyJosh Home Page
NEXT
2
Define link behaviour for iOS
3
Define link behaviour for Android
4
Campaign tracking, social tags and advanced options (optional)
You can also create Dynamic Links from your app programmatically. Learn more
CANCEL
CREATE DYNAMIC LINK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UPGRADE
Dynamic Links
Create Dynamic Link
Set up your Dynamic Link
JumpyJosh Home Page, Deep link URL: http://www.jumpyjosh.com
2
Define link behaviour for iOS
Open the deep link URL in a browser
Open the deep link in your iOS App
PREVIOUS
NEXT
3
Define link behaviour for Android
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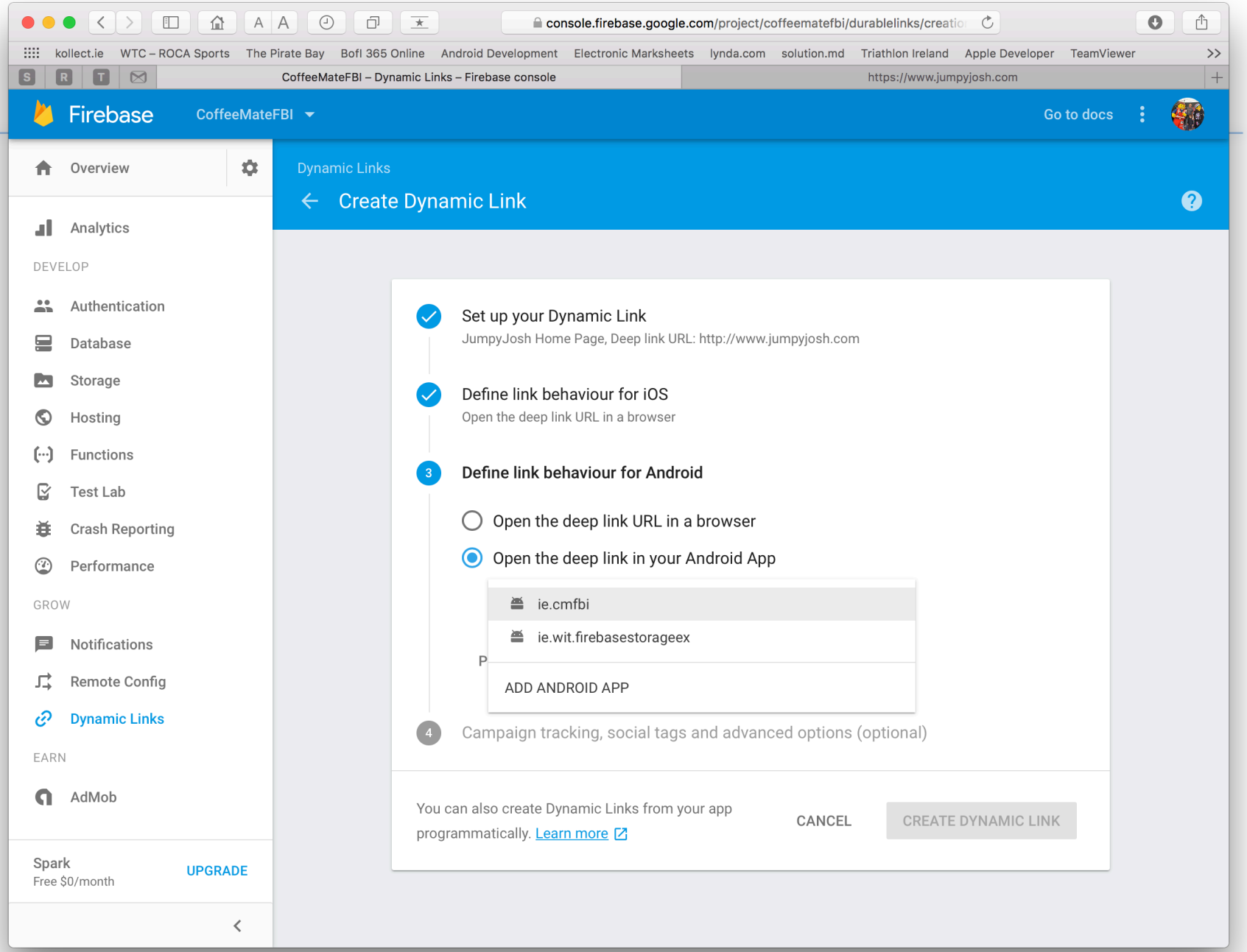
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3
Define link behaviour for Android
Open the deep link URL in a browser
Open the deep link in your Android App
ie.cmfbi
ie.wit.firebasestorageex
ADD ANDROID APP
4
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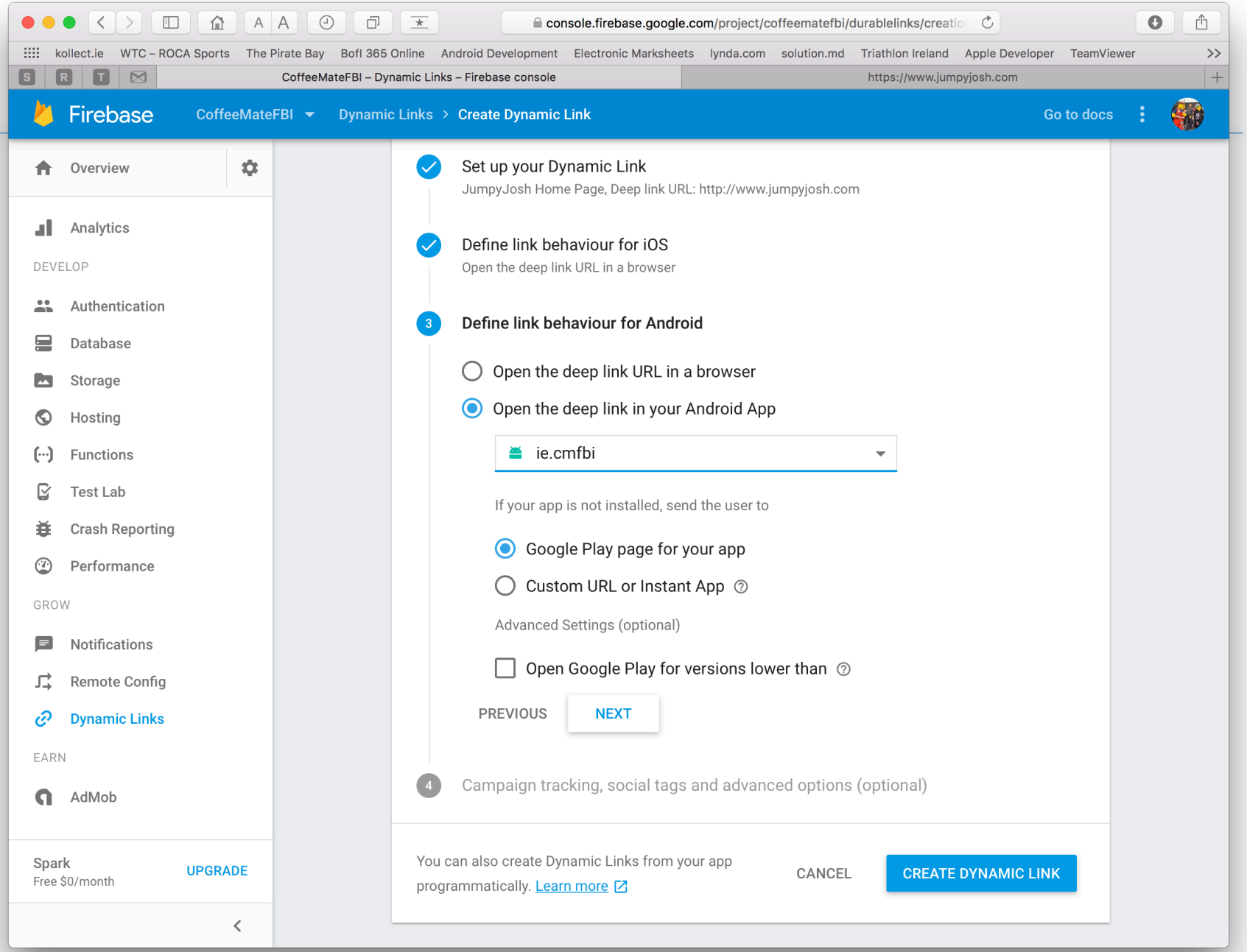
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Open the deep link URL in a browser
3
Define link behaviour for Android
Open the deep link URL in a browser
Open the deep link in your Android App
ie.cmfbi
If your app is not installed, send the user to
Google Play page for your app
Custom URL or Instant App
Advanced Settings (optional)
Open Google Play for versions lower than
PREVIOUS
NEXT
4
Campaign tracking, social tags and advanced options (optional)
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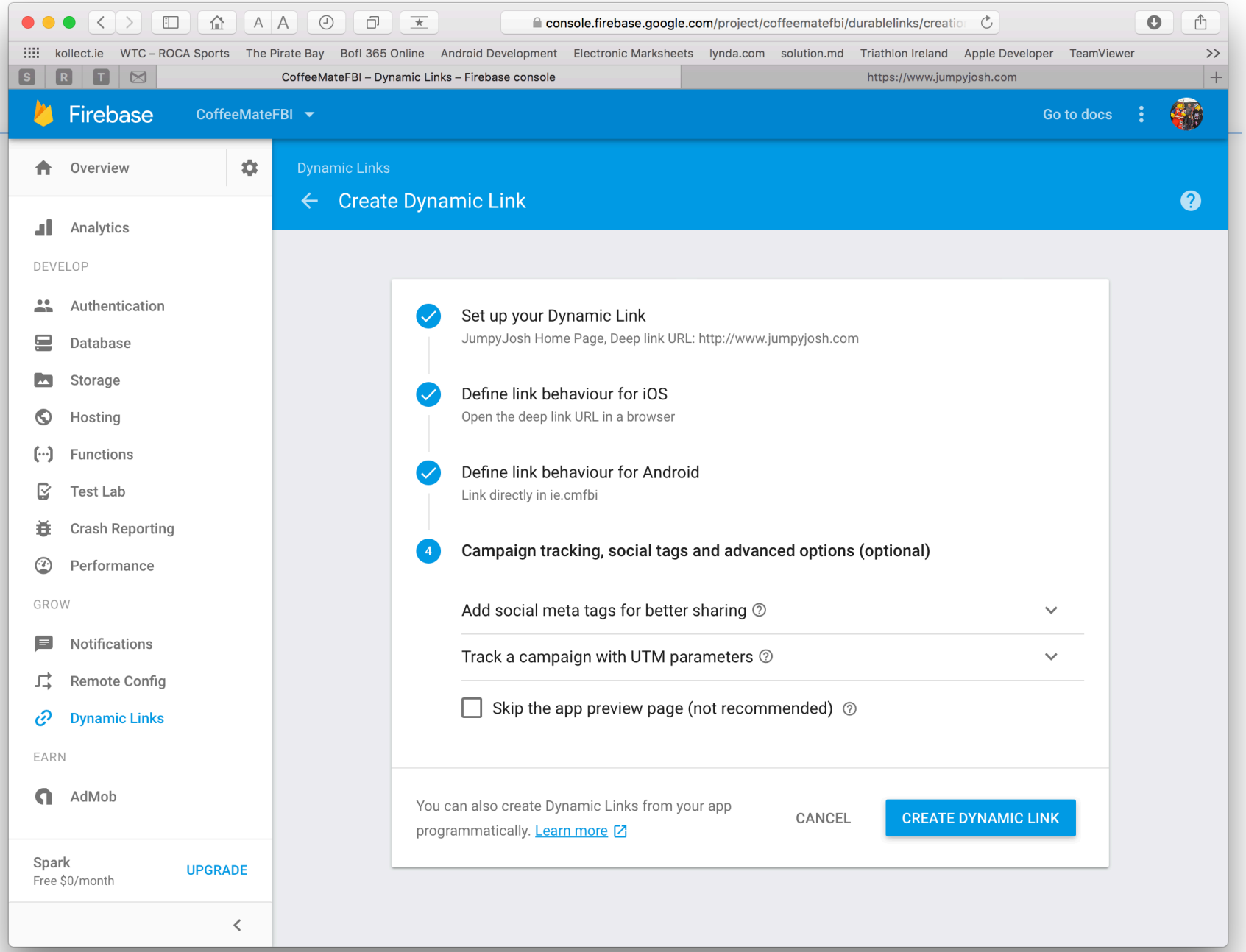
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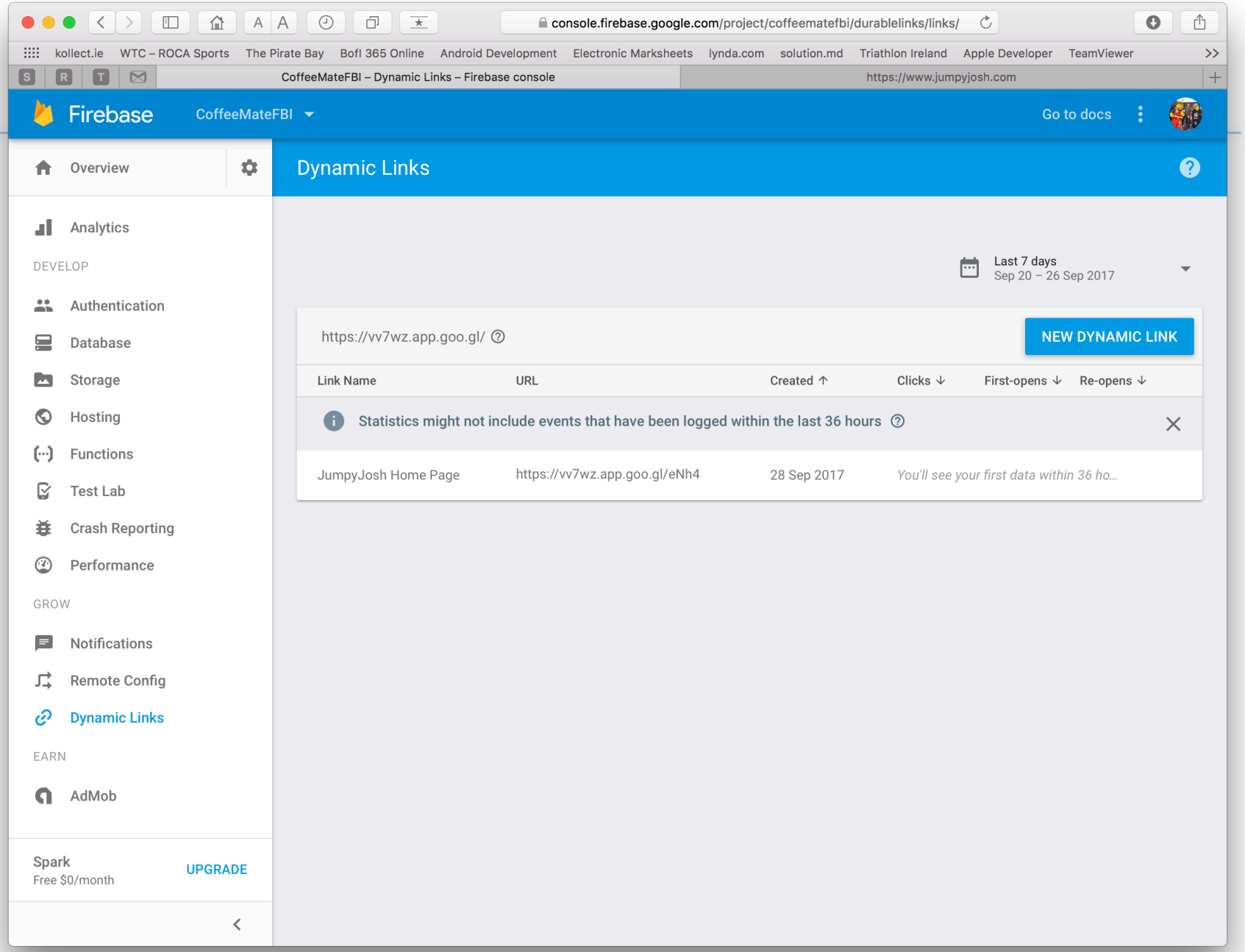
Open the deep link URL in a browser
Define link behaviour for Android
Link directly in ie.cmfbi
4
Campaign tracking, social tags and advanced options (optional)
Add social meta tags for better sharing
Track a campaign with UTM parameters
Skip the app preview page (not recommended)
You can also create Dynamic Links from your app programmatically. Learn more
CANCEL
CREATE DYNAMIC LINK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UPGRADE
Dynamic Links
Last 7 days
Sep 20 – 26 Sep 2017
https://vv7wz.app.goo.gl/
NEW DYNAMIC LINK
Link Name
URL
Created
Clicks
First-opens
Re-opens
Statistics might not include events that have been logged within the last 36 hours
JumpyJosh Home Page
https://vv7wz.app.goo.gl/eNh4
28 Sep 2017
You'll see your first data within 36 ho...

App Indexing

Get into Google Search

App Indexing

- Firebase App Indexing gets your app into Google Search.
- If users have your app installed, they can launch your app and go directly to the content they searched for.
- App Indexing re-engages your app users by helping them find both public and personal content right on their device, even offering query **auto completions** to help them more quickly find what they need.
- If users don't yet have your app, relevant queries trigger an install card for your app in Search results.

Analytics

Measure your Success

Analytics

- Google Analytics for Firebase provides free, unlimited reporting on up to 500 distinct events.
- The SDK automatically captures certain key events and user properties, and you can define your own custom events to measure the things that uniquely matter to your business.
- Analytics surfaces data about user behavior in your Android and iOS apps, enabling you to make better decisions about your product and marketing optimization.
- View crash data, notification effectiveness, deep link performance, in-app purchase data, and more.

Demographics
Android - iOS
Retention
Week 0
Week 1
Week 2
Week 3
Week 4
100%
17%
11%
9%
5%
100%
19%
10%
7%
100%
20%
14%
100%
22%
100%
Engagement
Average revenue
Monthly
Weekly
Daily
$0.46
$0.31
$0.11
-10.2%
+34.5%
-50.5%

Thanks!

Some important points though….

- Do not think RDBMS, think JSON. How data should be structured is very important.
- Firebase has a recycler view, that integrates with real time database smoothly without any listeners.
- Test lab which is available in paid plan (Blaze), is an amazing feature for testing your app on different real and virtual devices.
- Set developer mode to true when testing remote config.

References & Links

- Presentation by Kaushal Dhruw & Shakti Moyal 2016
- https://firebase.google.com
- Demo app available at https://goo.gl/WBP5fR

Questions?