



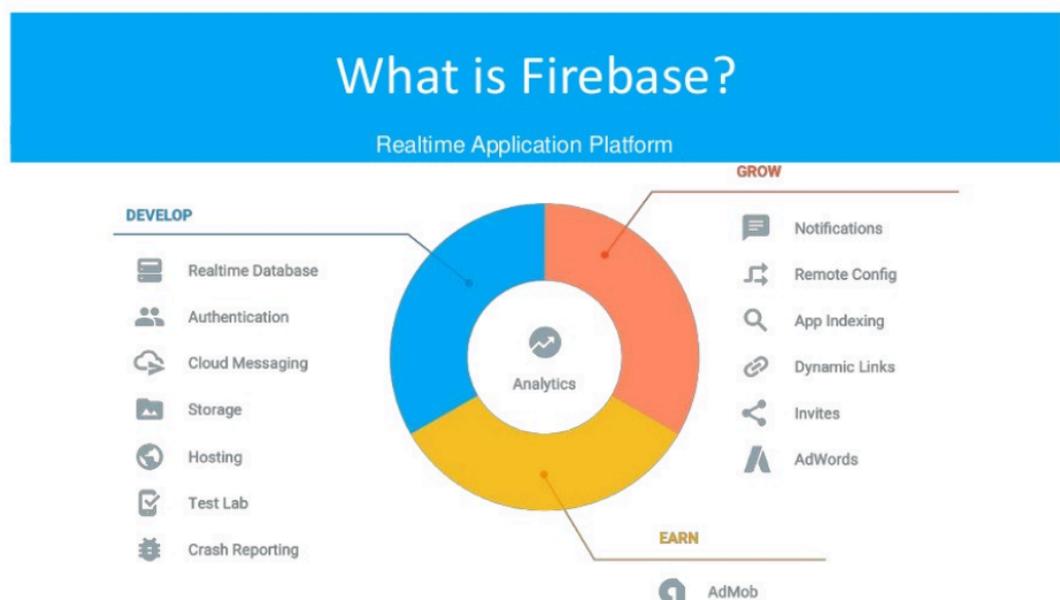
INTRODUCTION FIREBASE - INTRODUCCIÓN FIREBASE

1. Contents - Contenido

- What is Firebase?
 - Features of firebase
 - Analytics
 - How to develop high quality apps?
 - How to grow your user base?
 - How to earn more money?
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- ¿Qué es Firebase?
 - Características de firebase
 - Analítica
 - ¿Cómo desarrollar aplicaciones de alta calidad?
 - ¿Cómo hacer crecer tu base de usuarios?
 - ¿Cómo ganar más dinero?

2. What is Firebase?

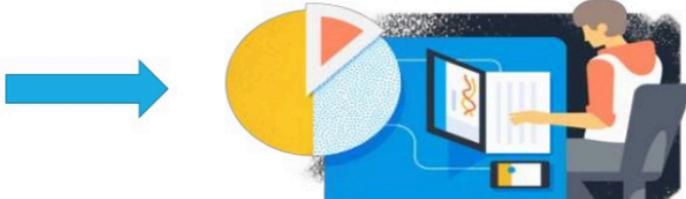
Realtime Application Platform



3. Features of firebase - Características de firebase.

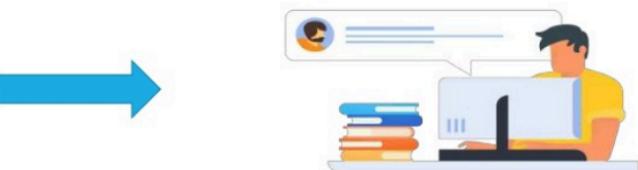
- Forget about infrastructure - Olvidarse de la infraestructura.
- Make smart, data-driven decisions - Tome decisiones inteligentes basados en datos.

Features of firebase

- Forget about infrastructure 
- Make smart, data-driven decisions 

- Work across platforms Features of firebase - Trabajar a través de plataformas.
- Free to start, scale with ease - Gratis para comenzar, escale con facilidad.
- Get free support - Obtenga soporte gratuito.

Features of firebase

- Work across platforms 
- Free to start, scale with ease 
- Get free support 

4. Analytics - Analítica.

A free and unlimited analytics solution - Una solución analítica gratuita e ilimitada.

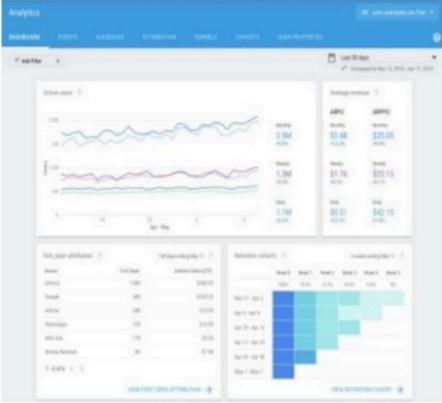
Unlimited reporting of 500 event types, each with up to 25 attributes - Informes ilimitados de 500 tipos de eventos, cada uno con hasta 25 atributos.

One dashboard to view user behavior and cross-network campaign performance - Un panel de control para ver el comportamiento del usuario y el rendimiento de la campaña entre redes.

Demographic segmentation, including age, gender, and location, available out-of-the-box - Segmentación demográfica, que incluye edad, sexo y ubicación, disponible desde el primer momento.

Analytics

- A free and unlimited analytics solution
- Unlimited reporting of 500 event types, each with up to 25 attributes
- One dashboard to view user behavior and cross-network campaign performance
- Demographic segmentation, including age, gender, and location, available out-of-the-box



The screenshot shows the Firebase Analytics interface. It features a top navigation bar with tabs for Overview, Events, Attribution, Demographics, and Campaigns. The main content area includes several data visualization components: a line chart for 'Active users' over time, a table for 'Average revenue per user' with columns for metrics like 'Revenue' and 'Cost', a table for 'Top user attributes' listing demographic segments, and a heatmap for 'Retention cohorts' showing user retention over multiple time periods.

5. DEVELOP - DESARROLLAR

Realtime

- Database Store and sync app data in realtime
- Almacene y sincronice datos de aplicaciones en tiempo real.

Authentication

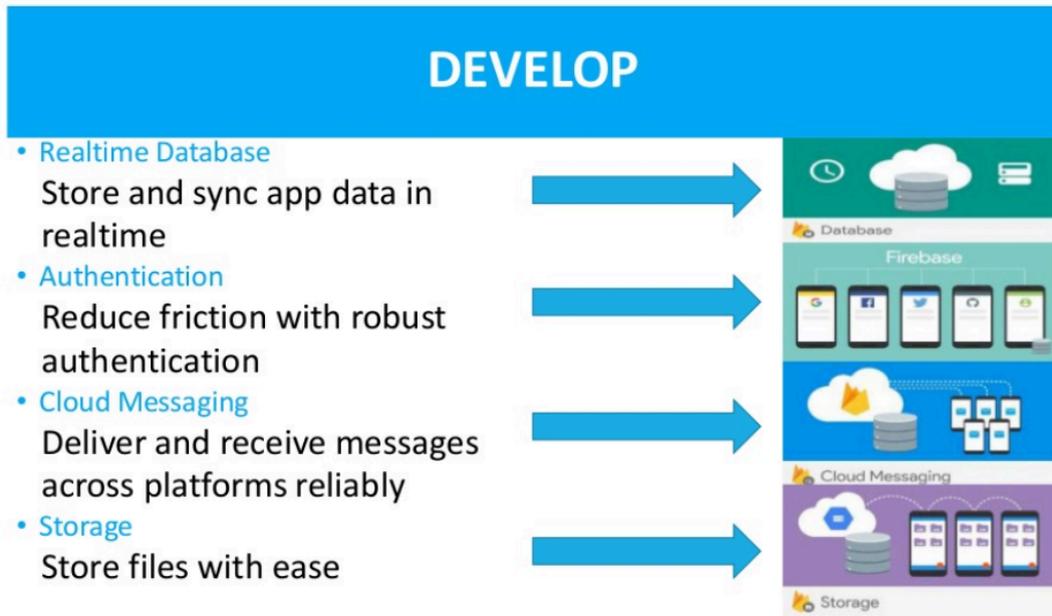
- Reduce friction with robust authentication
- Reduzca la fricción con una autenticación robusta.

Cloud Messaging

- Deliver and receive messages across platforms reliably
- Entregue y reciba mensajes a través de plataformas de manera confiable.

Storage

- Store files with ease
- Almacene archivos con facilidad.



6. DEVELOP - DESARROLLAR

Hosting

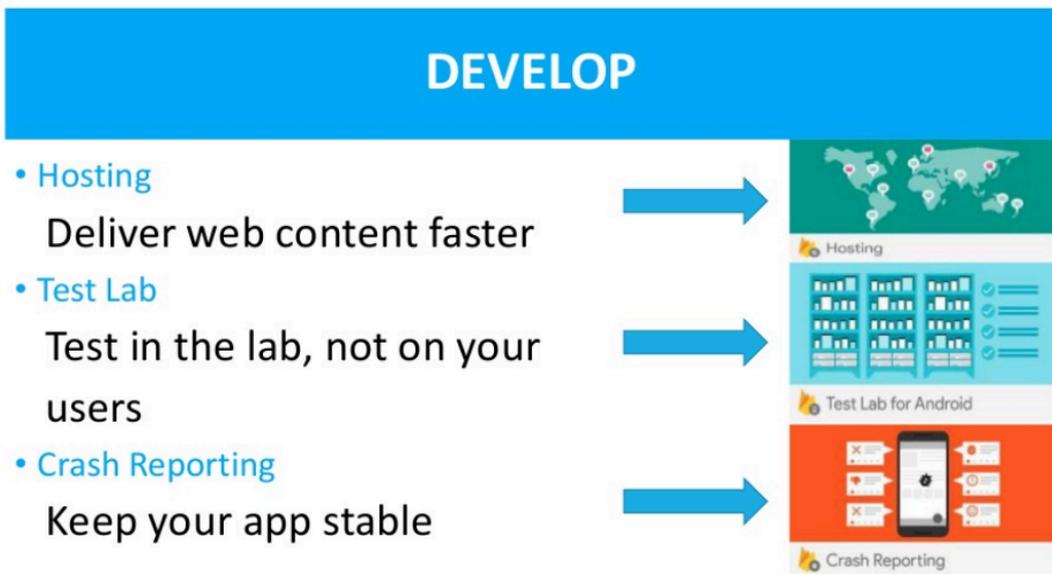
- Deliver web content faster: Entregue contenido web más rápido.

Test Lab

- Test in the lab, not on your users: Pruebe en el laboratorio, no en sus usuarios.

Crash Reporting

- Keep your app stable: Mantenga su aplicación estable.



7. GROW - CRECER

Notifications

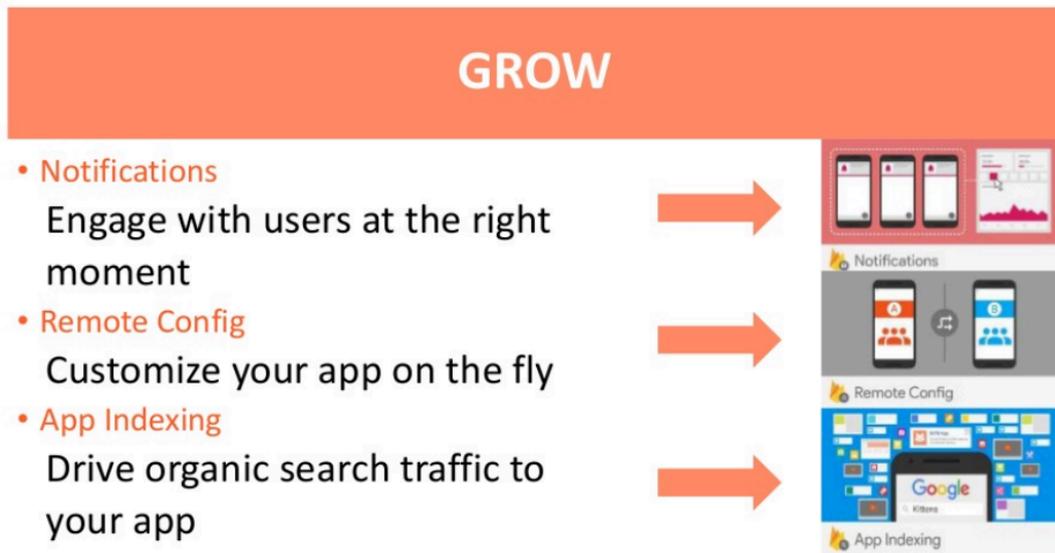
- Engage with users at the right moment: Interactúa con los usuarios en el momento adecuado.

Remote Config

- Customize your app on the fly: Personaliza tu aplicación sobre la marcha.

App Indexing

- Drive organic search traffic to your app: Dirija el tráfico de búsqueda orgánica a su aplicación.



8. GROW - CRECER

Dynamic Links

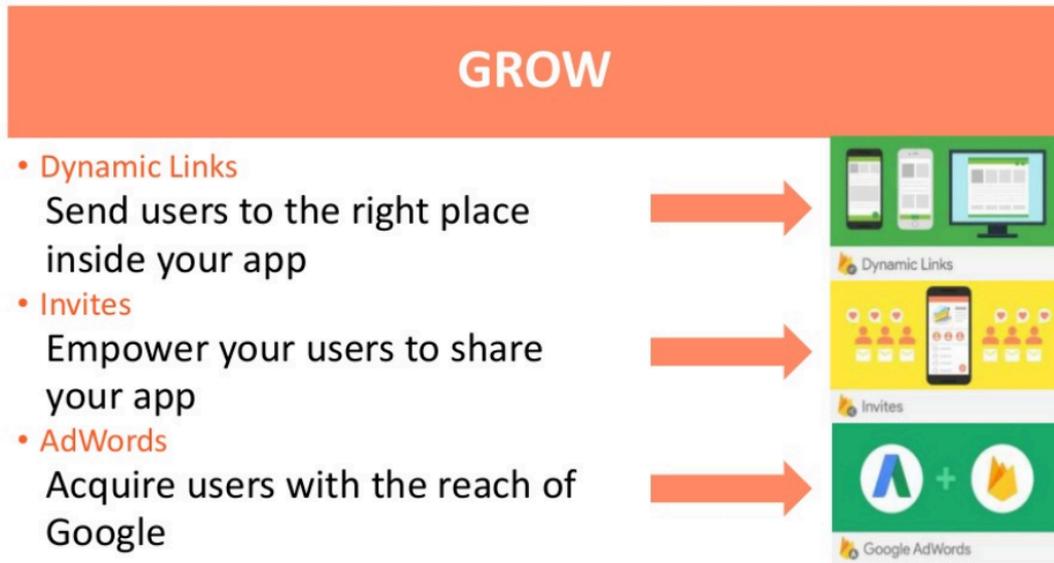
- Send users to the right place inside your app: Envíe a los usuarios al lugar correcto dentro de su aplicación.

Invites

- Empower your users to share your app: Permita que sus usuarios compartan su aplicación.

AdWords

- Acquire users with the reach of Google: Adquiere usuarios con el alcance de Google.



9. EARN - GANAR

AdMob

- Monetize through engaging ads: Monetize a través de anuncios atractivos.

