Mix and match Analytics 360 and Firebase Analytics to fit the needs of your business

Set your business up for success with a full set of analytics capabilities

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What is Firebase Analytics?

- Free and unlimited solution for mobile app analytics.
- Built into Firebase, Google's platform for mobile developers.
- Our recommended solution for mobile app analytics.

Ready to *really* understand your customers? Google can help. Mix and match our analytics solutions, Google Analytics 360 and Firebase Analytics, to find the combination that suits your business best.

Web and app analytics with Google

If you already use Google Analytics 360, you may be wondering how Firebase Analytics fits in.

Analytics 360 measures customer behavior and interactions for both your website and mobile apps, with full reporting and analysis on that data. As a paid premium product, Analytics 360 includes a service and support agreement and dedicated account management.

Firebase Analytics is the analytics component of Firebase, Google's platform for mobile developers. It's focused on app analytics and provides app-centric reporting and analysis. While it's built to Google's high standards for reliability and quality, as a free product it does not come with a service level agreement.

Google Analytics 360   Firebase Analytics

Which analytics solution is right for my business?

- Companies who are app-only: Firebase Analytics.
- Companies who only have a website: Google Analytics 360.
- Companies who have both an app and a website: Both Google Analytics 360 and Firebase Analytics.

Which solution should I use?

Firebase Analytics is designed and built from the ground up specifically for app analytics. So if your business has an app but no website, use Firebase Analytics. If your business has a website but no app, use Analytics 360.

If you have a website and an app, we recommend using both Firebase Analytics *and* Analytics 360.

What does it mean to use both Firebase Analytics and Google Analytics 360?

It depends on the needs of your business. You can use the tools separately or together.

I'm OK using separate tools to report on my web and app analytics.
Great! You can use Firebase Analytics to report on your app and Analytics 360 to report on your website.

What are the key differentiators of each product?

Analytics 360:

- Ad hoc segmentation and audiences
- Roll-up reporting
- Dedicated support and account management, including a service level agreement
- Integrated with the Google Analytics 360 Suite
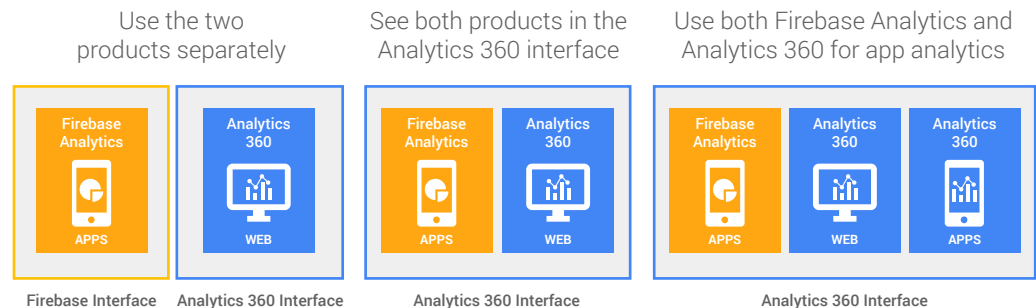
Firebase Analytics:

- Automatically enabled with Firebase
- Free and unlimited app event reporting
- Cross-network attribution with 3rd party postbacks
- App-centric data model
- BigQuery export for raw data is standard
- Integrated with Firebase features

If you like, you can configure your Analytics 360 account to display your Firebase Analytics reporting. This lets you see your Analytics 360 reporting and your Firebase Analytics reporting in the same interface instead of switching between the two products. (Note: The reporting capabilities for the two are somewhat different because people use websites and apps in different ways.)

I want to keep my Analytics 360 reporting for my mobile app.
Some people prefer to use Analytics 360 for app reporting in addition to Firebase Analytics. For example, a common case is when a business wants to have both a free and unlimited source of app event data (Firebase Analytics) and also a limited set of critical business metrics that are covered by support and a service level agreement (Analytics 360).

If you prefer this dual implementation, you'll need to implement both Analytics 360 and Firebase in your app. Dual implementations don't require code changes if you're using the latest version of Tag Manager 360. Once you have Firebase implemented, simply add Tag Manager 360 to your app and use Tag Manager 360's web interface to send your app data to Analytics 360. (Note: Analytics 360 hit volume limits and pricing applies to all data that's sent to Analytics 360 from websites or apps.)

Use the two products separately	See both products in the Analytics 360 interface	Use both Firebase Analytics and Analytics 360 for app analytics
Firebase Analytics APPS / Analytics 360 WEB	Firebase Analytics APPS / Analytics 360 WEB	Firebase Analytics APPS / Analytics 360 WEB / Analytics 360 APPS
Firebase Interface / Analytics 360 Interface	Analytics 360 Interface	Analytics 360 Interface

I have Data Studio 360, can I see my data there?
Yes, you can send your Analytics 360 data and your Firebase Analytics data into Data Studio 360 (via BigQuery) for easy, customizable reporting on your web and app data.

Additional Resources

google.com/analytics/mobile
firebase.google.com

What if I'm not using Firebase Analytics for app measurement?

It's all good: Analytics 360 will continue to support its existing app analytics features. If you're happy with your current app analytics setup in Analytics 360, feel free to keep it running as-is.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite