Firebase & Eskimi

Overview

One of the main things we have encountered so far with App marketers is **the lack of knowledge about different mobile tracking/attribution partners**. There aren't many useful and easy to comprehend resources about comparing them, so it is hard to figure out which ones are essential to have and why you might sometimes need to use several tracking platforms. Let's start with the one that is very useful to have, which is Firebase.

What is Firebase?

Google Firebase is a Google-backed application development software that enables developers to develop iOS, Android and Web apps. Firebase provides tools for tracking analytics, reporting and fixing app crashes, creating marketing and product experiment.

It can be used for many different causes, and to bring it all together in one sentence: **"Firebase is Google's mobile application development platform that helps you build, improve, and grow your app."**

Limitation

While Firebase is super useful for many analytics tasks, what it lacks is in the connection with major Ad Networks. From the biggest one, it only supports Google Ads. This means that you can't accurately track the source of installs and in-app actions to evaluate the effectiveness of your app campaigns.

Additionally, it is not possible to export data from Firebase to other 3rd party platforms such as Eskimi DSP. This is because Eskimi DSP is not a part of Google's products. While **Google allows exchanging data only between Google products** such as between Google Analytics and Google Ads.

Eskimi DSP cannot track other metrics besides app install from **Firebase**, because Eskimi DSP isn't a part of Google products. While Google allows exchanging data only between Google products such as between Google Analytics and Google Ads.

Way Forward: Google Ads and Firebase Integration

Firebase, as mentioned earlier, is primarily connected with Google Ads. Through Eskimi’s Multi-channel solution, you can leverage Google Ads App campaigns to boost your app installs effectively. However, before diving into app advertising, it's crucial to ensure that your Firebase and Google Play Store accounts are linked to track app installs on Google Ads.

To link Google Play to Firebase, follow this documentation: Link Google Play to Firebase.

For iOS app advertising via App campaigns, it's imperative to link your Google Ads and Firebase accounts. Detailed documentation for this integration can be accessed here: Google Ads and Firebase linking.

When advertising with Google App campaigns, sharing the Google Play link with Eskimi Adops along with relevant display and/or video ads is essential. Google Play, being a part of the Google product ecosystem, is directly integrated with Google Ads, eliminating the need for additional integrations for Android app advertising.

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