



# Maintaining Cross-Platform App Stability with Fabric



*The Crashlytics dashboard is the very first thing that I check out in the morning. I can tell exactly how we are doing at a glance.*

Ryan Johnson  
VP of Mobile Engineering  
BuzzFeed

## Challenges

BuzzFeed is a top news and entertainment site with an active audience of more than 150M+ monthly users worldwide. Hundreds of new articles are posted to the site each day, spanning everything from fun quizzes and lists to more serious topics such as business stories and breaking news. BuzzFeed realized early on that its audience wanted content delivered on the devices used most often, and so a mobile app version of the site quickly became a priority.

In creating native apps for both the iOS and Android platforms, BuzzFeed needed a way to ensure that their readers had an uninterrupted user experience on their smartphones. With such a large user base, crashes affecting even a small fraction of their audience were actually a huge deal. BuzzFeed needed a solution to quickly pinpoint any crashes when they arose, no matter how small or seemingly trivial.

Social sharing of content was another key component to the success of BuzzFeed's mobile apps. The company wanted to find a simple way to incorporate Tweets into the core BuzzFeed experience so as to keep readers within the app while interacting with their content.

## Solution

BuzzFeed implemented the Fabric SDK to solve both of their needs via one single solution from Twitter. The Crashlytics Kit gave the developers new levels of visibility into both crash occurrences as well as overall mobile user behaviors. Some immediate benefits included:

- Crash detail granularity down to the exact line of code where the problem occurred
- At-a-glance performance monitoring via a simple dashboard UI
- The ability to compare stability benchmarks between each new release of the app

More recently, Buzzfeed implemented the Twitter Kit from the Fabric SDK to take advantage of simple embedded Tweet code and seamless Twitter timeline integration. With a single line of code, the developers were able to add Twitter social conversation and sharing into their core application.

# Results

“Crashlytics is a truly revolutionary offering thanks to how easy it is to implement and use.”

Ryan Johnson  
VP of Mobile Engineering  
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BuzzFeed is now able to view application performance at a glance, thanks to Crashlytics' dashboard view into their mobile app's performance. The Crash Reporting solution allows them to quickly identify and prioritize issues with the mobile app, addressing items with the greatest user impact first. Now that every issue is surfaced, no matter how large or small, BuzzFeed has dramatically improved overall stability in the 7 months since they started using Crashlytics.

The Twitter Kit has also contributed to BuzzFeed users sharing three times the amount of content on the mobile app as compared to the desktop version. Twitter functionality is now a core part of the BuzzFeed experience, and it was all possible with a few simple lines of code. The development time they saved with the Fabric SDK has instead been focused on enhancing and improving the core BuzzFeed mobile app.

## BuzzFeed

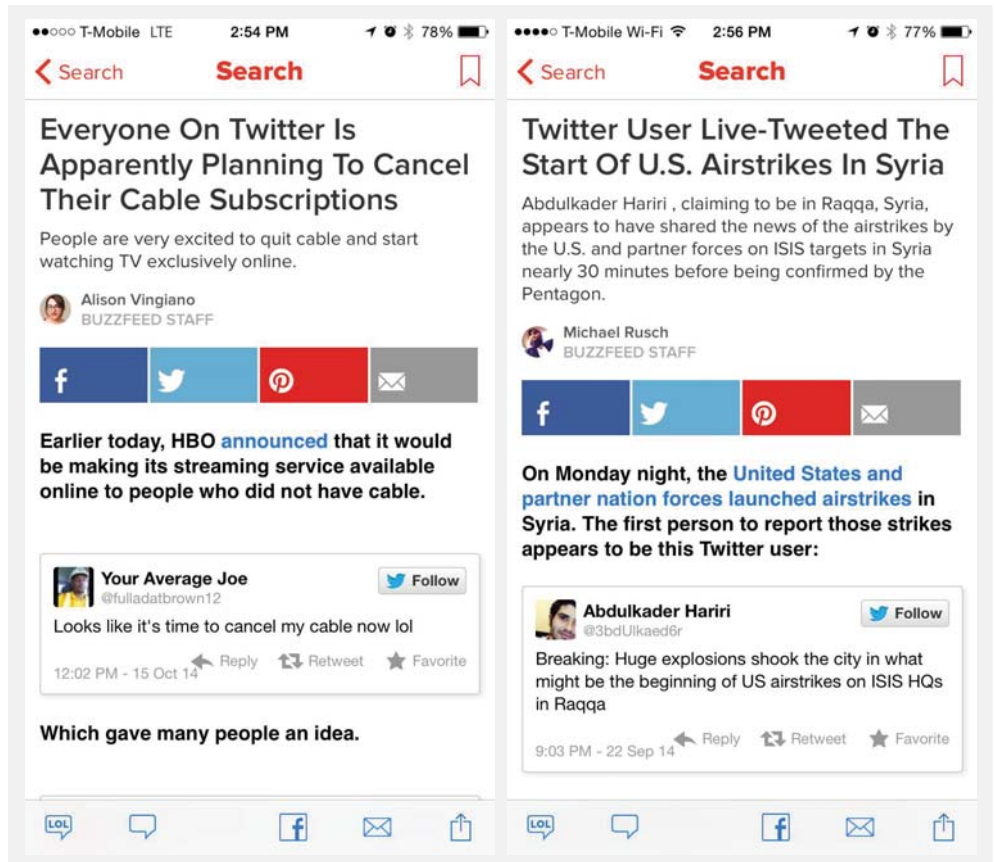
**Location:** New York City, NY

**Industry:** Social News and Entertainment

**Kits:** Crashlytics and Twitter Social

### Quick Facts:

- Top 5 in the App Store "News" Category
- Global Audience of 150M+ monthly Users
- Native iOS & Android Apps



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