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

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.

Which analytics solution is right for my business?

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

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

Web and app analytics with Google

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

Google Analytics measures customer behavior and interactions for both your website and mobile apps, with full reporting and analysis on that data.

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.

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 Google Analytics.

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

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

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

Google Analytics

What are the key differentiators of each product?

Google Analytics:
- Ad hoc segmentation and audiences
- Screen view and event reporting

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

Additional Resources
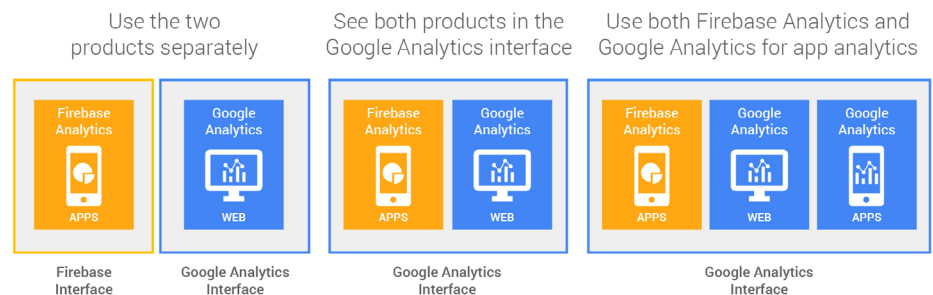- google.com/analytics/mobile
- firebase.google.com

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 Google Analytics to report on your website.

If you like, you can configure your Google Analytics account to display your Firebase Analytics reporting. This lets you see your Google Analytics 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 Google Analytics reporting for my mobile app.
Some people may prefer to use Google Analytics for app reporting in addition to Firebase Analytics.

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

Use the two products separately	See both products in the Google Analytics interface	Use both Firebase Analytics and Google Analytics for app analytics

Firebase Analytics	Google Analytics	Firebase Analytics	Google Analytics	Firebase Analytics	Google Analytics	Google Analytics
APPS	WEB	APPS	WEB	APPS	WEB	APPS

Firebase Interface	Google Analytics Interface	Google Analytics Interface	Google Analytics Interface

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

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