Google

Firebase Cloud Messaging for Web & **Alibaba.com**

ALIBABA.COM

20%+ open rate

4X higher engagement for users who receive web notifications than users who visit the website directly

"We were unable to find any effective solution for notifications until we found FCM. FCM is the best solution because of its rich features, stable performance, and easy deployment."

**- Zou Yu,
Director of Alibaba.com
Mobile Team**

Learn more at:
**http://g.co/firebase/
fcmweb**

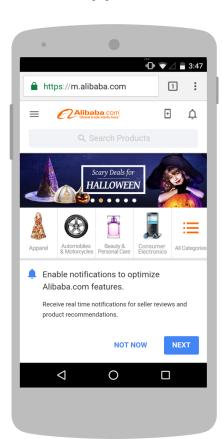## Improved user satisfaction with web notifications

Company
Alibaba.com is a leading wholesale marketplace for global trade, and connects buyers located in more than 200 countries and regions around the world, to suppliers based in China.

Challenges
Users of Alibaba.com wanted to stay informed of updates, such as updates to the status of their transactions, inquiries, or messages from a buyer to a seller, or platform news and promotions. Moreover, users frequently experienced unstable network connections. Because Alibaba.com buyers and sellers connect from around the world across multiple time zones, many users did not receive messages or notifications successfully.

Solution
Integration of FCM into Alibaba.com's existing systems and testing was completed in two days. The Alibaba.com team found that Firebase Cloud Messaging (FCM) was easy to combine with their many existing tools. Alibaba.com also saw improved user satisfaction after using FCM, and attributes this success to FCM's rich features, stable performance and easy deployment. After a week, the team found that more than 20% of Alibaba.com users who received FCM notifications opened and used the app and website. In addition, users who received notifications were 4X more engaged than users who visited the site directly.