

Playbuzz marketing team easily wins independency to configure ads based on app insights

Introduction

Playbuzz is a storytelling platform that empowers over 13,000 publishers, marketers, bloggers, and brands to author and distribute interactive content. This platform helps them easily create content using interactive storytelling tools (such as polls, quizzes and slideshows), which are optimized for social sharing and engagement. With the Playbuzz app, millions of users can easily consume content created via Playbuzz.com.

Challenges

Playbuzz developers were looking for a way to iterate and optimize rapidly between different campaign configurations, and overcome a complicated process that included development, review, and deployment. Traditionally, they had employed a manual, internal process using their servers. This required days of development and relied on the availability of engineers to make continuing changes, which was costly and highly demanding. Having an easier way to optimize their ads on the fly would significantly improve revenues and user engagement.

Solution

Firebase lets the team experiment with push notifications and ad frequency, giving them the freedom to test different scenarios and frequencies and iterate based on users' responses. This was a major advantage, because their developers (as in most companies) deal with a busy backlog of tasks on a tight deadline. After connecting their app to the Firebase SDK, their engineers transferred control to the monetization team, which now regularly handles these tasks.

The shift to Firebase brought a new level of independence and creative freedom to the Playbuzz monetization team, which can now make changes within the product by using Firebase Remote Config, without relying on developers for support. Responding in real-time to their audience's behaviour helped them with the vital task of making Playbuzz app users happy. Setting up Remote Config only took a couple of days, and eliminated the development effort required, which was extremely beneficial.



Firebase completely freed our engineers from managing campaign infrastructure, and helped our team to be more effective and our campaigns to perform better—which is a huge win for us.

Eran Orlev, Head of Mobile Products, Playbuzz

Results

2 days

of integration delivered complete independence to the marketing team to run changes in the app campaigns, and freed engineering resource for other tasks.

Learn more

Find out how to get started with Firebase at:

<https://firebase.google.com>

