

carbondyne

UK | SINGAPORE | BANGLADESH

WHITE PAPER SERIES | MP-03

WHY FIREBASE ANALYTICS IS NOT AN MMP (AND NEVER WILL BE)



EXECUTIVE SUMMARY

Firebase Analytics is a powerful product analytics tool—but it is not designed for independent attribution, media performance analysis, or fraud prevention. Confusing Firebase with an MMP leads to blind media decisions and inflated performance claims.

WHAT FIREBASE DOES WELL

- Tracks in-app events
- Supports product and UX optimization
- Integrates well with Google properties

WHERE FIREBASE FAILS FOR MARKETING MEASUREMENT

- No independent attribution logic
- No media cost aggregation
- No cross-network normalization
- No fraud detection or blocking
- No SKAdNetwork-grade attribution control

WHY AD NETWORKS LOVE THIS CONFUSION

When attribution is controlled by the same platforms selling media, bias is inevitable. Without an independent MMP, marketers cannot verify performance claims.

THE CORRECT STACK

- Firebase: product analytics
- MMP: attribution, ROI, fraud prevention
- Together, they form a complete growth measurement system.

KEY TAKEAWAY

- Firebase tells you **what users do**.
- An MMP tells you **where they truly came from—and whether they were worth it**.

CARBONDYNE OVERVIEW

Carbondyne is a technology-driven digital infrastructure company enabling growth across app discovery, digital commerce, connectivity, and sustainability solutions. The company builds and operates platforms that help enterprises, banks, fintechs, telcos, and digital brands scale adoption, engagement, and monetization across emerging and global markets.

With operations across the UK, Asia, and emerging markets, Carbondyne combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

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