



Building the Future of Mobile Apps With Facebook - Stephen Janaway

Mobile is Big

- Examples from startups
- All about apps
- Web is dead example - Wired mag

App development is complex

- Users
- iOS
- Android
- Windows / Windows Phone
- Web

Ecosystem

Silo's

Need to reinvent the wheel for each platform

Solution - Parse

Facebook login

- Developers need to ensure their apps are asking for the right permissions
- Opportunity for anonymous login available
 - No profile info shared

Most developers are making little money from apps

- Ad views much lower
- App install ads in newsfeed
 - Audience Network

Driving traffic

- Push to mobile
- APPLINKS
 - Link from one app to another not to the mobile web

Parse

- Julien Lesaicherre
- Tried to go the html5 route
 - Too slow
 - Needs connectivity
 - Moved to native apps as a result
- App platform
- Used by Yo
- 250000+
- Push notifications as a service
- 3 parts
 - Parse Core
 - Parse Push
 - Parse Analytics