

# MightyHive Transformation through Consulting, Campaign Management, the Cloud, and Programmatic Self-Sufficiency

**M**ightyHive is the premier Programmatic and Analytics Solutions Partner, combining the capabilities of a consultancy and the media knowledge of an agency with deep expertise in cloud and leading ad tech platforms. Founded in 2012 by digital advertising veterans, MightyHive has helped hundreds of marketing organizations adopt programmatic strategies and drive results. The company works with enterprise customers and agencies alike, offering in-housing consulting, full-service campaign management, platform implementation, and access to Cloud services, all under one roof.

MightyHive has long been Google's largest DoubleClick Certified Marketing Partner (DCMP) and a leading Google Analytics Certified Partner (GACP) with more than 400 clients running media through its platform.

In June 2018, when Google retired the DoubleClick brand and announced its new "Google Marketing Platform Partners" program (to replace the two earlier programs), MightyHive was inducted as a Sales Partner with certification on Google Cloud. Now, MightyHive is the first global, full-stack partner for enterprises on Google's advertising and cloud solutions. The company will continue to take its best practices, together with its long-standing relationships, and deliver unparalleled expertise across all Google advertising and Cloud solutions.

"By unifying media and analytics, Google has heightened the need for a single partner like MightyHive to help



clients achieve transformation around a cutting-edge ad technology stack," said Pete Kim, CEO, MightyHive.

MightyHive helps clients determine where they need to be on the 'spectrum of control' based on the client's final goal, after which the firm adopts a three-phase approach to deliver its offering. In phase one; a MightyHive team works side-by-side with the client to understand how to best achieve their goals. In phase two, the appropriate solutions are methodically deployed as the client is trained by the MightyHive team until they become more self-sufficient. To that end, MightyHive helps clients restructure their organization through talent hunting, interviewing, hiring, and training candidates. In phase three, when the client is more self-sufficient, MightyHive continues to offer dedicated support as needed.

Notable enterprises that MightyHive is helping to become programmatically

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self-sufficient include Sprint, the communications services company, and Nationwide, one of the largest insurance and financial services companies in the world. Using MightyHive's proprietary methodology, Sprint and Nationwide are moving forward in this new era of control by developing in-house programmatic advertising capabilities.

Other enterprise clients that partner with MightyHive for its consulting services and platform expertise include Asana, Dow Jones, Everlane, The Home Depot Canada, Factual, Mondelez, OpenTable, PANDORA, Sephora, TransUnion, The Wall Street Journal and Yamaha.

"As the market is ever-changing, we will develop new solutions and be ever-ready to help marketers who are seeking to put data at the core of their marketing initiatives," concludes Kim. 