MIGHTYHIVE
HELPS MONDELĒZ TRANSFORM DIGITAL AD MEASUREMENT

THE CHALLENGE: DISCONNECTED DATA OBSCURED INSIGHTS

Mondelēz International is a global confectionery, food, and beverage company with 2018 revenues of nearly $26 billion and a portfolio of beloved brands such as Oreo, Milka, Halls, Trident, BelVita, Cadbury, and Toblerone enjoyed in over 150 countries.

To adapt to a changing digital landscape, the Mondelēz leadership team laid out a vision to create better consumer connections through data. As a global organization working with multiple advertising technology and agency partners, Mondelēz faced challenges in consolidating and standardizing digital measurement. Mondelēz partnered with MightyHive to create a road map that would advance its digital transformation agenda and bring the vision to life.

> We charted out a vision so that whatever we built was going to be able to last the test of time. Because it wasn't going to be what I use as the Head of Global Media, it was going to be what the next six to eight Global Heads of Media were going to need.
>
> — JONATHAN HALVORSON
> VP GLOBAL MEDIA
> MONDELĒZ INTERNATIONAL

ESTABLISH DATA OWNERSHIP

SET DATA GOVERNANCE STANDARDS

A UNIFIED GLOBAL PLATFORM

BETTER CONSUMER CONNECTIONS

ESTABLISHING TECH AND DATA OWNERSHIP

The first step was creating access. Mondelēz lacked access to much of the data it would need to build a better understanding of digital ad performance. Data was scattered across more than a dozen ad server networks owned by five different agency partners—each with separate processes for handling and reporting on that data.

MightyHive helped Mondelēz assume ownership of ad platform tech contracts and gain direct access to log-level reporting data.
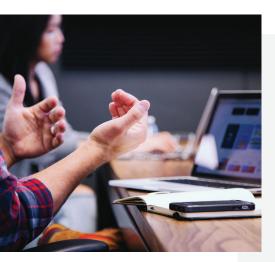
MIGHTYHIVE

PUTTING DATA GOVERNANCE FRONT AND CENTER

The second step was to establish data governance standards. Closer control over digital media data wasn't going to help Mondelēz uncover fresh insights if it remained inconsistent and incompatible.

MightyHive worked with teams at Mondelēz to establish data governance standards to ensure that, going forward, digital campaigns across brands and markets would be set up to allow for "apples to apples" reporting data.

Clear insight into global media measurement results in big results

+10%
ROI

Mondelēz has seen a +10% return on investment, gained an edge over its peers in the consistent collection and governance of media data, and laid the foundation for ongoing innovation in advanced analytics

ESTABLISHING A MODERN ANALYTICS INFRASTRUCTURE

Having gained access to data and with standards in place to ensure the compatibility of digital media reporting, Mondelēz was ready to take the next step. The sheer volume of Mondelēz's global data set is beyond the capabilities of a spreadsheet, which means technology infrastructure is required to store and analyze data.

MightyHive and Mondelēz data leadership selected Google Cloud Platform, a cost-effective, secure, and compliant cloud environment. MightyHive engineers set up processes to import Mondelēz data into the cloud environment.

With global performance data housed in an always-on cloud environment, the final step was to make performance data available to Mondelēz stakeholders around the globe. MightyHive developed dashboards according to the needs of Mondelēz stakeholders, putting a real-time view of performance at their fingertips.