MIGHTYHIVE

ACTIVATE YOUR SALESFORCE DATA
IN GOOGLE MARKETING PLATFORM

Google Marketing Platform
Sales Partner

Google Cloud
Partner

Work with MightyHive, the top-tier partner for Salesforce / Google Analytics 360 integrations, and begin activating your CRM data in site analytics and digital advertising.

ONE PARTNER FOR THE COMPLETE INTEGRATION LIFECYCLE

Putting CRM data to work in digital ad campaigns takes more than a simple flick of switch. MightyHive's global team of web analytics, digital advertising, and first-party data integration experts can help every step of the way.

DISCOVER	DESIGN	IMPLEMENT	SUPPORT
• Understand business and marketing objectives	• Take an iterative approach with achievable milestones	• Salesforce, Google Analytics 360, and Google Marketing Platform configuration	• Full-stack technical support for Google Marketing Platform
• Map and audit Salesforce and Google Marketing Platform data assets	• Use unified CRM and advertising data to build new KPIs	• Cross-platform data migration (ETL) and data integration	• Training for in-house teams and agency partners
• Map full customer journey spanning advertising, site interaction, and CRM	• Identify opportunities for data activation across adtech and martech stacks	• Predictive modeling and audience segmentation	• Available managed services for the complete Google Marketing Platform suite

TRUSTED BY ENTERPRISE MARKETERS

Nationwide®   OpenTable®   SEPHORA   Sprint   YAMAHA Revs your Heart

LET'S TALK TODAY

MIGHTYHIVE.COM
SALES@MIGHTYHIVE.COM
888.727.9742

GOOGLE ANALYTICS 360 SERVICE TIERS

	STARTUP	MANAGED	ENTERPRISE
	Perfect for new account setups and mid-size marketers.	Managed services for accounts with limited in-house resources.	For full-stack, enterprise, and global marketing organizations.
Onboarding			
Stakeholder Interviews	✓	✓	✓
Solution Architecture	✓	✓	✓
Analytics 360 Account Configuration	✓	✓	✓
Google Product Integrations	✓	✓	✓
Data Layer Specifications	✓	✓	✓
Tag Container Implementation (Google Tag Manager, Tealium, etc)	✓	✓	✓
Custom Goals	5	10	20
Custom Events	10	25	50
Custom Dimensions	10	25	100
Analytics Current State Audit		GA only	GA + 1 add'l platform
Account Architecture		✓	✓
GAP Analysis and Transition Plan			✓
Enhanced E-commerce Specifications and Activation			✓
Ongoing			
Quarterly Account Health Checks	✓	✓	✓
Platform Support	✓	✓	✓
Training	Remote	In-person	In-person
Dedicated Monthly Hours	—	10	30

OpenTable®

"I have been very happy working with the team at MightyHive. I've been impressed with how productive, collaborative, and responsive you have been. You've gone above and beyond to set us up with robust analytics solutions that will deliver success over the long term."

Michelle Yam
Senior Director of Consumer Strategy & Analytics at OpenTable

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