



MIGHTYHIVE CREATIVE SOLUTIONS PUTS INTICE® IN THE DRIVER'S SEAT

DOUBLECLICK STUDIO GIVES INTICE FULL CREATIVE CONTROL

Intice is a digital agency specializing in auto dealership marketing. As a pioneer in dynamic dealership retargeting and prospecting, Intice requires advanced on-site data capture and the ability to match visitor intent to constantly updating auto inventory. Prior to working with MightyHive creative services, Intice worked with a full-service dynamic creative platform that was attuned to its complex needs. However, the full-service model gave Intice little direct control which tended to make changes cumbersome.

A NEED FOR HANDS-ON DYNAMIC CREATIVE

Given their need for agility, Intice wanted more ownership over their technology and execution. With more direct control over their dynamic creative, Intice could quickly develop new strategies and be more responsive to client requests. However, they were unsure if their dynamic executions could be quickly and successfully migrated to a new platform given the complex nature of their setup.

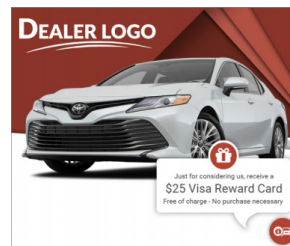
When we made the decision to migrate our creative feeds to Google Studio, MightyHive was instrumental in making this a reality. Their creative solutions team understood our complex data needs and quickly rebuilt our creatives. Thanks to MightyHive, Intice can now deliver more agility and performance to our clients.

— DAVID FARMER
CEO
INTICE



DELIVERING DYNAMIC CREATIVE CONTROL

Intice employs advanced, data-driven creative and required a specialized partner. MightyHive applied its strong knowledge of dynamic creative to quickly migrate three dynamic executions from a third-party platform to Google Studio. The MightyHive creative solutions team was able to convert legacy dynamic executions into easier to manage formats, putting full control of dynamic creative into the hands of the team at Intice.



MIGRATION WITHOUT DOWNTIME

MightyHive audited Intice's existing solutions to understand the full scope of their needs and used the resulting insights to create a migration plan. MightyHive and Intice then worked together to get Intice up and running on Google Studio within 1 week with full control over creative and dealership inventory feeds. Now with ownership of the dynamic creative process, Intice can make changes and adjustments and launch new dynamic executions without working through a third-party. Updates can be made with a few clicks, allowing Intice to focus on providing their dealership clients the best possible performance and service.

PLANNING

Intice and MightyHive begin scoping and transition planning.

WEEK 1

MIGRATION PREPARATION

Intice prepares their site for migration and shares legacy assets with MightyHive.

WEEK 2

CREATIVE READY

New dynamic builds delivered to Intice for testing

WEEK 3

LAUNCH

Intice launches new Google Studio dynamic creative.

WEEK 4