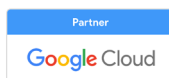
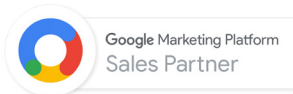
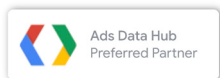




ADH Onboarding With MightyHive



MightyHive empowers marketers to succeed with ADH through an organized configuration and activation of data use cases.

MIGHTYHIVE SETS UP ADH, SYNCs IDS, AND RUNS THREE QUERIES

ADH unlocks key business value in first-party data measurement and attribution - MightyHive ensures the customer is properly setup to run the data analysis. MightyHive's cloud architect experts initially setup and configure ADH including account organization and management.

After ADH Warehousing Setup, MightyHive then initiates the ID sync service to listen for new ID files in the GCS bucket and bring new data into the master ID match table. After this process is complete, MightyHive will run three queries defined either through customer collaboration, sourced from the [ADH Solution Guide](#), or the recommended use cases:

Custom timeframe reach report

With this query, MightyHive customizes the date range and dimension combination for the report to expand beyond the limitations for the reach reports available within Campaign Manager.

Most common viewable conversion paths

With this query, MightyHive filters out impressions that were not viewed prior to a user converting. Among other uses, the query helps determine view-through conversion rates based on viewable impressions.

Targeted segment domain performance

With this query, MightyHive analyzes the event level data to view all exposures by URL that led to a conversion. This query can serve as a base for expanded analysis of domain measurement.

Contact us for more information

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