

# MightyHive Helps Marketers Connect To Consumers Through Data

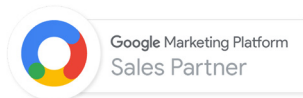
Eighty-seven percent of marketers consider data their organizations' most underutilized asset\*, yet according to Forrester, more than half of marketers feel overwhelmed by data.

## MIGHTYHIVE HELPS MARKETERS TURN DATA FROM POTENTIAL TO REALITY

To make data-driven marketing a reality, marketers need data experts to guide their strategy while effectively navigating a changing privacy and technological landscape.

MightyHive utilizes its deep expertise in data science and machine learning, extensive industry partnerships and experience with marketers at all stages of the maturity curve to drive transformational change and move data from organizational challenge to competitive advantage.

## CERTIFIED EXPERTISE



\* CMO.com

## MIGHTYHIVE DATA PRACTICE OFFERING

### Data Advisory

Take control of your tech and data to drive sustained transformative business results.

#### Assessment

Comprehensive overviews of marketing data and capabilities

#### Strategy, Planning & Organizational Design

Strategy and advice to deliver short- and long-term results and the talent, and process design to execute

#### Data Governance

Process for better data ingestion practices and platforms management

#### Training

Skill enablement in data and digital media concepts and platforms

### Data Infrastructure

Break down silos to bring your data together and create a single source of truth.

#### Cloud Architecture

Infrastructure secured, automated and monitored to your specifications

#### Data Pipeline Automation

Low-latency, high-frequency data collection

#### Platform Deployment

Deploy platforms across the entire marketing spectrum

#### Security & Privacy Compliance

Risk assessment audits, data deletion and reduction processes for privacy-safe data collection

### Analytics

Turn your data into meaningful, actionable insights.

#### Attribution Modeling

Digital attribution for online and offline channels

#### Dashboards & Reporting

Automated dashboards to surface key insights

#### Predictive Modeling

Predict business outcomes or optimize media mix

#### Segmentation

Segment customers for better personalization

## PROVEN RESULTS



Take control of your data strategy today

To learn more please visit <https://mightyhive.com/data-practice>