



MIGHTYHIVE HELPS SPRINT SHINE A LIGHT AND TAKE CONTROL

SETTING THE FOUNDATION

Sprint, the fourth-largest network operator in the United States, provides wireless services to over 50 million customers. As part of a company-wide digital transformation initiative, Sprint needed greater transparency into the digital media it was buying, closer control over marketing data, and more agility in a competitive industry.

99%
INCREASE
IN CONVERSIONS

MightyHive helped deliver increased transparency into Sprint's working media through digital transformation which lowered cost and increased conversions.

“MightyHive’s deep programmatic expertise and advisory capabilities made them an easy choice. They’ve helped us gain the control, insights, and flexibility to be able to better meet the needs of our customers and our business as a whole. Our partnership has been instrumental to Sprint’s digital transformation and has far exceeded our expectations.”

— ROB ROY
CHIEF DIGITAL OFFICER
SPRINT

GAINING TRANSPARENCY INTO WORKING MEDIA

Historically, Sprint had little insight into the breakdown of its working and non-working media spend. This lack of transparency obscured the true impact of media investments. MightyHive worked directly with Sprint’s external vendors to establish transparency into the breakdown across Sprint’s digital advertising technology fees, data fees, and inventory costs. This allowed Sprint to identify and reduce oversaturation, ensure inventory quality, and analyze data in real time. Sprint gained greater insight into strategies that worked —and those that didn’t— allowing for moment-by-moment optimization.



PAVING THE PATH TO CONTROL

With transparent service models and media spend in place, Sprint sought to deploy marketing data more effectively across customer segments. MightyHive oversaw the consolidation of disparate data sources into in-house data lakes, which gave Sprint the ability to analyze and segment audiences on a more granular and meaningful basis. This in turn allowed Sprint to wield far greater control over how its first-party data was deployed via DSPs. This focus on precise and meaningful audience segmentation helped Sprint realize increased efficiencies in its programmatic media spend and stronger campaign performance.



Media spend transparency unlocked crucial insights for Sprint

By identifying opportunities to decrease tech and data fees and eliminate waste from audience over-saturation, MightyHive was able to help Sprint to reduce overall ad spend while still increasing working media.



Sprint cost waterfall (not to scale)

CUSTOM-BUILT SUCCESS

Armed with greater control over its data, Sprint sought to move away from last-touch attribution, which gave insufficient credit to various display and search touchpoints along the path to purchase. Sprint customized a multi-touch attribution model using cross-channel paid media touchpoints and site interaction data to intelligently assign conversion credit to each customer touchpoint.

MightyHive then built a custom reporting solution that delivers real time marketing data. Using these tools, the Sprint team can adjust its spend in real time to act on performance trends and address the needs of different customer segments. This new datadriven approach delivered a 99% increase in conversions with 13% lower spend over the same three-month period the previous year.

