



# How MightyHive & S4Capital Helped **Ace Hardware** Become the Helpful *Digital* Place

With a brand new mobile app and analytics setup to replace its prior webview app, in only seven months Ace Hardware generated **over one million app installs, over 150k new rewards accounts, and \$30 million in omni-channel revenue.**

## TAKING A TECH-LED APPROACH TO CUSTOMER-CENTRICITY

Ace Hardware, the world's largest hardware retail cooperative, has more than 5,300 independently owned and operated stores in over 70 countries. As "The Helpful Place," Ace Hardware prides itself on superior customer experience and has been ranked Highest in Customer Satisfaction with home improvement retailers by J.D. Power 13 out of the last 14 years\*.

S4Capital's MediaMonks and MightyHive worked seamlessly with Ace Hardware to develop solutions that extended the brand's stellar reputation to the digital realm by building a new Ace Hardware mobile app experience, helping the marketing team achieve its customer loyalty goals and laying the foundation for long-term success.



## STARTING WITH A TOOLBOX UPGRADE

Today's customers expect an omni-channel experience. They may start product exploration minutes, hours, or days before a digital or in-store purchase, switching between devices as they do so. Or, an online purchase may lead to impulse "attachment sales" when a customer visits a store for pickup.

Ace Hardware had an existing web analytics setup and webview app in its toolbox, but the properties did not speak to each other, obscuring important first-party data and requiring inefficient analysis of log-level data and unreliable proxy metrics. To bring all these signals together, Ace Hardware needed to upgrade and connect its web and app analytics for a full picture of the customer journey.

\*Ace Hardware received the highest score in the J.D. Power 2007-2017, 2019 and 2020 Home Improvement Retailer Satisfaction Studies (tied in 2019) of customers' satisfaction with home improvement retailers. Visit [jdpower.com/awards](https://jdpower.com/awards).

“MightyHive and MediaMonks delivered an outstanding work product quickly and efficiently that not only addressed our project KPIs, but went above and beyond to anticipate our future needs. We've been consistently impressed with both teams' strategic and technical expertise, professionalism, and passion.

— DEANNA HERNANDEZ,  
SR ACE APP MANAGER, ACE REWARDS  
& ANALYTICS, ACE HARDWARE



As a first step, MediaMonks began to outline the new app while MightyHive worked with Ace Hardware to migrate to Google Analytics. MightyHive configured a dataLayer-first measurement framework, laying a strong foundation for more reliable data collection and omni-channel measurement. The dataLayer framework connected Google Analytics 360, Google Tag Manager, Data Studio, and BigQuery to develop a sophisticated web analytics infrastructure, empowering Ace Hardware to collect clean, actionable data from both web and in-store engagement.

## REBUILDING FROM THE INSIDE OUT

With updated web analytics and an outline for a cutting-edge app in place, MightyHive, MediaMonks, and Ace Hardware took a lockstep approach to development that joined together front-end and back-end processes that are typically siloed. The teams worked together to design the app with customer interaction framework, data collection points, and analytics built in from the start.

Working collaboratively as the app was being built and designed, MightyHive and MediaMonks assessed customer touchpoints wireframe-by-wireframe to ensure that the interaction framework would yield the best possible user experience. Functioning as a single project team allowed MightyHive and MediaMonks to make real-time adjustments throughout the process, producing the highest-quality output more quickly and efficiently.

## MIGHTYHIVE & MEDIAMONKS TOOK A “LOCKSTEP” APPROACH TO APP DEVELOPMENT



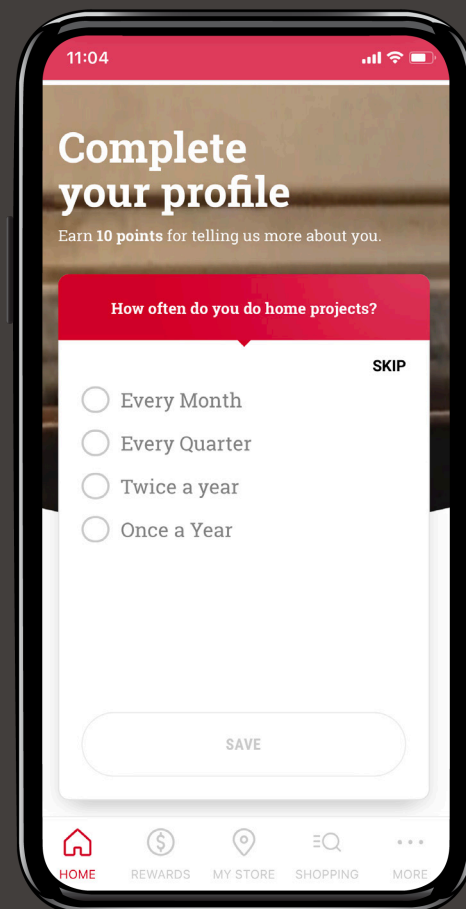
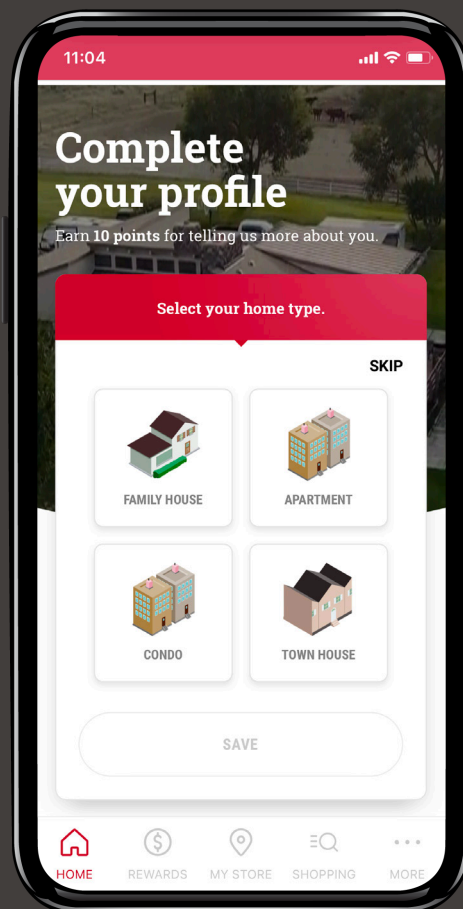
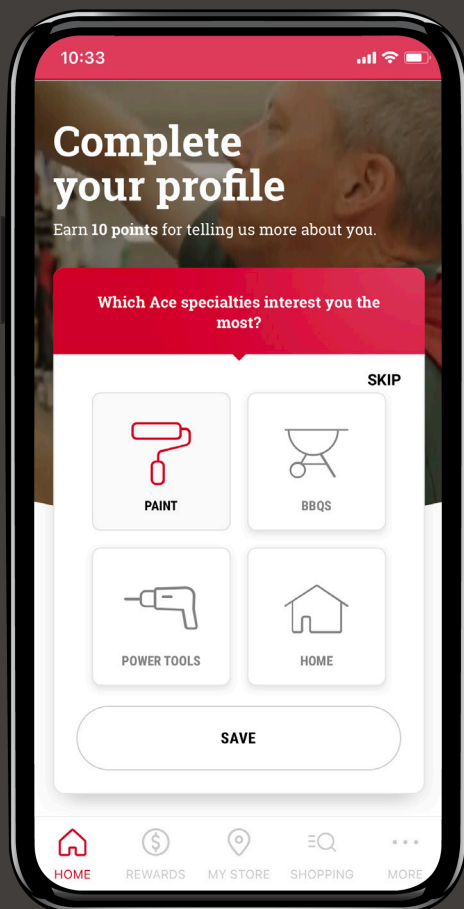
Speed, Quality, Value: MightyHive and MediaMonks took a “lockstep” approach, yielding major time and cost savings for Ace, and a significantly smoother experience for users.



## KEEPING THE CUSTOMER FRONT AND CENTER

Next, keeping in mind Ace Hardware's customer engagement KPIs focused on loyalty and rewards, MightyHive mapped out data collection points that would allow the client to measure and optimize to meet aggressive short-term goals, while also strategically collecting data like home type and home characteristics, to allow for highly-accurate personalization and relevance for the customer down the line.

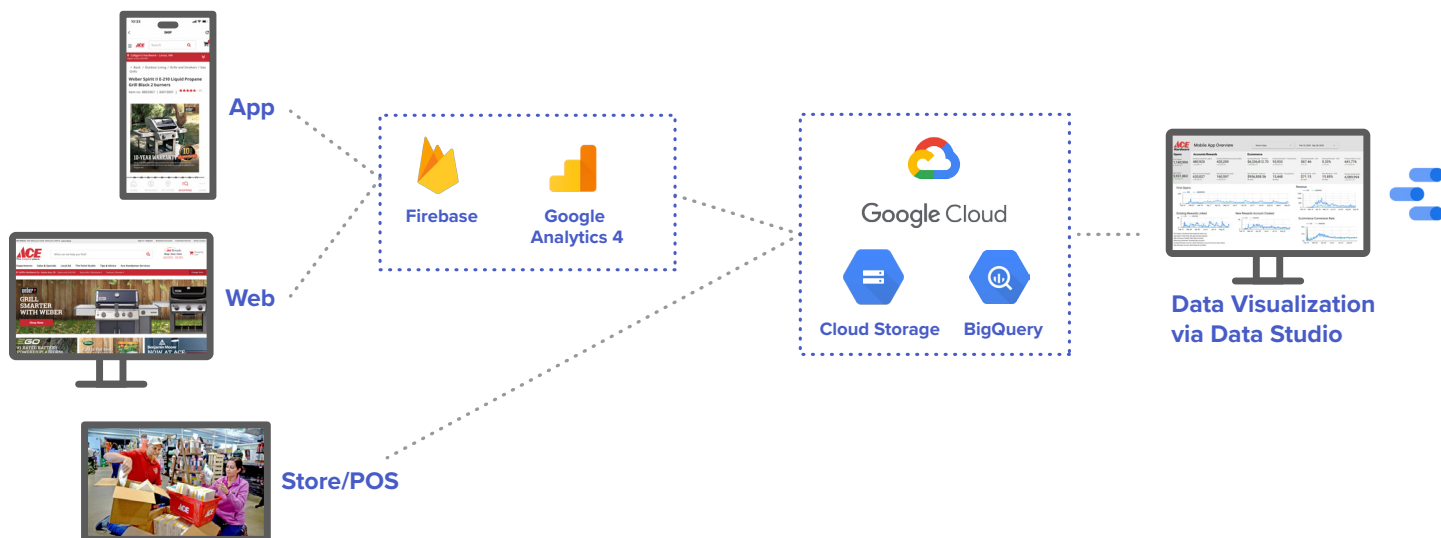
In order to set Ace Hardware up for future success, MightyHive designed the analytics framework to also capture location, demographic, and purchase data in addition to loyalty and engagement data from the outset, creating a future-proofed app analytics setup that would eliminate the need for costly and time consuming app re-builds as business needs shift. MightyHive also trained the Ace Hardware in-house team to give them greater control over their execution.



The Ace Hardware app was designed to capture important customer data that would allow the team to deliver hyper-relevant product recommendations, timely rewards offers, and personalized communications without costly app rebuilds.



With app user touchpoints, data collection framework, and front-end design in place and tested, MightyHive used Google Analytics 4, (formerly App + Web) to seamlessly integrate analytics data from the app, built on Firebase, with the newly-built web analytics configuration. This allowed Ace Hardware to develop a full view of the end-to-end customer journey across web, app, and in-store. This insight enabled the Ace team to optimize quickly and efficiently to meet current KPIs and shift as needed.



The implementation of Google Analytics 360, supplemented by data gathered via Firebase and offline data onboarded via Google Cloud Storage, allows MightyHive to execute advanced cross-platform analytics use cases connecting online and offline data using BigQuery and Data Studio dashboarding tools.



By working in concert, MightyHive and MediaMonks saved hundreds of developer hours and delivered a closed-loop analytics system across the brand's digital and physical touchpoints from day one. In only three months, MightyHive and MediaMonks delivered an industry-leading app with a best-in-class user experience and an analytics framework that immediately gave the client actionable data without the need to analyze server-level data, app logs, or unreliable proxy metrics.

## S4CAPITAL: BUILDING DIGITAL SOLUTIONS FOR THE FUTURE

As digital transformation trends accelerate at a breakneck pace, Ace Hardware is a leader in its category. Working with S4Capital for both production and analytics streamlined communication, accelerated project timelines, and resulted in a more cohesive final product and better customer experience.

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