

# TAKE CONTROL OF YOUR PROGRAMMATIC MARKETING

## WHAT IS PROGRAMMATIC?

Programmatic is a rapid decision-making methodology to efficiently manage digital advertising through the utilisation of increasingly integrated data and technology.

TECHNOLOGY-ENABLED ADVERTISING  
DATA-DRIVEN TARGETING + ATTRIBUTION  
INTEGRATED SOLUTIONS



REAL-TIME DECISION MAKING  
OPERATIONAL EFFICIENCY  
CONTINUAL TESTING

## GOOGLE MARKETING PLATFORM PROGRAMMATIC SOLUTIONS

Google Marketing Platform is the leading full-stack programmatic platform, with solutions for media buying, ad serving, attribution, data, analytics, and creative production. MightyHive is the first global, full-stack partner for enterprise on Google's advertising and cloud solutions.

### Display & Video 360

#### GOOGLE DISPLAY & VIDEO 360 (DV360)

Display & Video 360 provides a single tool for planning campaigns, designing creatives, organising audience data, finding and buying inventory, and measuring and optimising campaigns.

### Search Ads 360

#### SEARCH ADS 360

Manage, automate and optimise your search engine marketing campaigns in real-time and at scale. Measure and report on the data that matters to you.

### Analytics 360

#### GOOGLE ANALYTICS 360

Enable a holistic view of the customer across channels and access, analyse and visualise the insights – quickly and accurately, in one place.

### Campaign Manager

#### GOOGLE CAMPAIGN MANAGER

Plan, build and execute a cross-channel media plan in a single place. Control precisely how your budget is spent and know exactly where your ads are running so you can take the steps to adjust your campaigns.

### Studio

#### GOOGLE STUDIO

Use Google Studio to design and set up rich media and dynamic creative. Our creative team can produce your creatives or provide consulting and QA support.

### Google Cloud Platform

#### GOOGLE CLOUD PLATFORM (GCP)

Analyse & unify data and de-silo systems with custom cloud-based solutions. Leverage built-in Google Marketing Platform integrations with GCP tools like BigQuery and Data Studio.



*"MightyHive were clear frontrunners for our partner choice, across multiple selection categories. Since working together they have been incredibly generous with their time and talent and single-mindedly focused on using their expertise to help us hit our business goals."*—Jeremy Eaton, E-Commerce Manager, MYOB

LET'S TALK TODAY

MIGHTYHIVE.COM  
APACSALES@MIGHTYHIVE.COM

## MIGHTYHIVE CAPABILITIES

### SETUP + SUPPORT

#### PLATFORM IMPLEMENTATION

Platform deployment, QA, and on-demand troubleshooting.

#### PLATFORM TRANSITION

Transitioning clients to Google Marketing Platform from other solutions.

#### TRAINING

End-to-end training, from fundamentals to advanced techniques.

### CAMPAIGN MANAGEMENT

#### CAMPAIGN MANAGEMENT

Setup and optimisation for search, display, mobile, and video campaigns.

#### ANALYTICS

Data integration and analysis to provide insights for better decision making.

#### CREATIVE PRODUCTION

Design, create, and enable dynamic ads, rich media creative, and SEM copy.

### CONSULTING

#### PROGRAMMATIC AUDITS

Analysis of your programmatic assets, data flow & architecture, and cost waterfall.

#### CUSTOM INTEGRATIONS

Connecting systems and unlocking critical business intelligence.

#### SALES SUPPORT

Resources to assist in client sales calls or consult on new offerings.

## WHY MIGHTYHIVE



#### TRANSPARENCY

Clear pricing and the freedom to adjust engagement levels as needs change.



#### CONSULTATIVE + FUTURE-FOCUSED

Programmatic is demanding. We help you get started and stay on top.



#### INTEGRATED SOLUTIONS

With expertise across search, site, social, display, and video, we achieve superior results.



#### PROVEN RESULTS

A track record of success across CPG, Retail, Travel, Telco, Finance, Autos, B2B, and more.



#### SUCCESS STORY

### 68% Decrease in CPA

*A financial lending company wanted to drive efficiency and activate customer data assets. By deploying bespoke operational tools, establishing a custom attribution model, and consolidating media, the brand saw a 68% decrease in CPA and 216% increase in conversions over the first 3 months of working with MightyHive.*

## WAYS TO WORK WITH US

### SELF-SERVICE

Your team runs the strategy, campaign setup, optimisation and reporting. MightyHive provides technical and advanced platform support. Recommended for experienced programmatic marketers, digital agencies and media buying firms.

### SUPPORT + TRAINING

A dedicated account manager will train your team, help set up initial campaign strategy, and provide user and technical support. Recommended for most firms with limited experience in programmatic ad buying, but who want to learn quickly and manage their buys in-house.

### MANAGED

A dedicated account manager will provide full service management on your programmatic buys. Recommended for marketers or agencies that have limited initial resources for managing programmatic campaigns and want an outsourced option.

**LET'S TALK TODAY**

MIGHTYHIVE.COM  
APACSALES@MIGHTYHIVE.COM