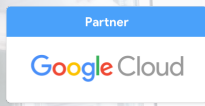


# ACTIVATE YOUR SALESFORCE DATA IN GOOGLE MARKETING PLATFORM



With a focus on uniting media and analytics, MightyHive is a leading partner for brands looking to integrate Google Marketing Platform and Salesforce. Work with MightyHive to begin activating your CRM data in site analytics and digital advertising.



## ONE PARTNER FOR THE COMPLETE INTEGRATION LIFECYCLE

Putting CRM data to work in digital ad campaigns takes more than a simple flick of switch. MightyHive's global team of web analytics, digital advertising, and first-party data integration experts can help every step of the way.

### DISCOVER

- Understand business and marketing objectives
- Map and audit Salesforce and Google Marketing Platform data assets
- Map full customer journey spanning advertising, site interaction, and CRM

### DESIGN

- Take an iterative approach with achievable milestones
- Use unified CRM and advertising data to build new KPIs
- Identify opportunities for data activation across adtech and martech stacks

### IMPLEMENT

- Salesforce, Google Analytics 360, and Google Marketing Platform configuration
- Cross-platform data migration (ETL) and data integration
- Predictive modeling and audience segmentation

### SUPPORT

- Full-stack technical support for Google Marketing Platform
- Training for in-house teams and agency partners
- Available managed services for the complete Google Marketing Platform suite

## TRUSTED BY ENTERPRISE MARKETERS



**LET'S TALK TODAY**

MIGHTYHIVE.COM  
SALES@MIGHTYHIVE.COM  
888.727.9742