

Digital Transformation Series: **Case Study with T-Mobile, MightyHive & Harvard Business School**



Learn with GMP
2020



Shannon Trainor Stark

Director, Platform Solutions US, Google



How to make the most of today's content





Using advanced analytics and AI can drive more than **10% of sales growth** for CPG companies, of which **5% comes directly from marketing.**



A man with a beard and short dark hair is sitting in a modern office, looking down at a laptop screen. He is wearing a light blue button-down shirt. The background is slightly blurred, showing office furniture and a window. The text "The Road to Digital Transformation" is overlaid in white on the left side of the image.

The Road to Digital Transformation

Align
& Define



Assemble
& Collaborate



Assess
& Connect





Gaining transparency into working
media and paving the path to control

6 million

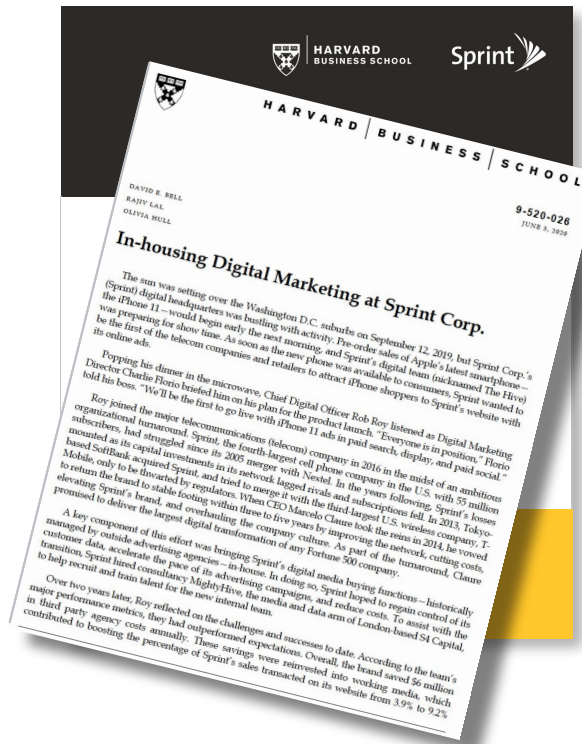
in third-party agency costs annually
- **reinvested into working media**

3.9 to 9.2%

boosted % of sales that came
from ecomm - **something they're
trying to grow even more**

Request Your Copy of the HBS Case Study

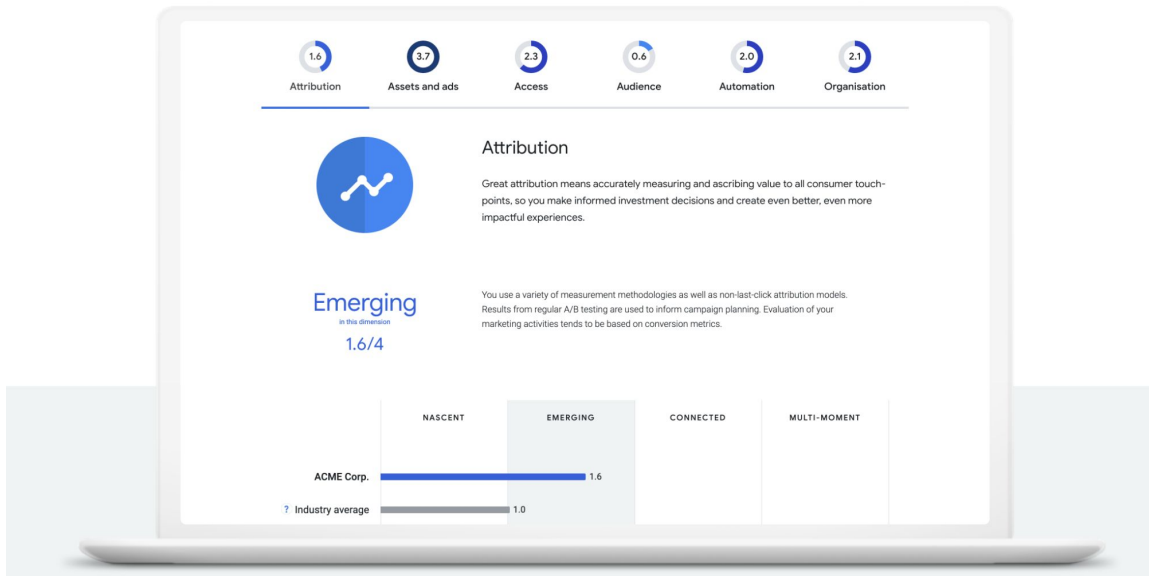
Visit bit.ly/hbs-case-study-request to request a copy of the full case study, *In-Housing Digital Marketing at Sprint Corp.* by Professor David E. Bell, et. al. at Harvard Business School.





Your roadmap to digital marketing maturity

The **Digital Maturity Benchmark** is a diagnostic tool developed based on our in-depth research with BCG.





“ It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change. ”

Charles Darwin





Shannon Trainor Stark

Director, Platform Solutions US,
Google



Rob Roy

SVP Digital Emerging
Products, T-Mobile



Pete Kim

CEO of MightyHive



David E. Bell

Marketing Professor,
Harvard Business School





Thank you