

# Capability Statement

## Company Overview

Green Glider is a results-driven media buying agency, established in 2013. We've partnered with 50+ clients, acting as seamless extensions of their teams. With a small, nimble team, we minimize delays and unnecessary layers. We manage budgets from \$1,000 to six figures monthly and adapt quickly to client needs. Our services include digital media (social, search, video, audio), TV, out-of-home, print, and sponsorships.

## Company Data

- UEU: XHAESY5L9A46
- CAGE # 9WED9
- NAICS 541830 (Media buying agencies) and 541810 (Advertising agencies)
- Woman-Owned Small Business certified, Google Premier Partner
- Accepts credit cards, ACH, direct deposit and payments by check

## Core Competencies

Green Glider offers these core services:

- Campaign Auditing - We analyze key metrics, ROI and alignment with strategic goals to provide actionable insights that optimize future campaigns and maximize your budget. Included in this process is evaluating new opportunities from the media and providing a formal point of view.
- Media Strategy - We specialize in developing strategies that are aligned with your business goals and enhance brand visibility. The best plans come from a solid foundation - media strategy.
- Planning and Buying- This scope includes writing RFP's to the media and reviewing proposals, negotiating rates and added value, optimizing, maintaining budgets and billing



and providing reports and proof of performance for all media types.

## Differentiators

- We tailor strategies to each campaign, evaluating objectives, goals, and budget to find the most effective media solution.
- In-depth reporting and analytics for ongoing optimizations that drive positive outcomes.
- Performance is closely monitored, allowing for swift adjustments to maximize campaign effectiveness.
- All results are presented in clear, easy-to-understand reports for client use.

## Past Performance

### U.S. Department of Veterans Affairs - Veterans Crisis Line 988

- Green Glider in partnership with DCG Communications
- November 2022 - May 2025
- Digital media buying across social, search and digital programmatic platforms (display banners, video, CTV)

### Cleaner California Coast

- May 2024 - August 2025
- Media buying across digital platforms (social, digital programmatic display banners), print, out-of-home, streaming audio

## Contact Information

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