



# Capability Statement

• **Company Name:** 37X Digital Marketing Agency LLC  
 • **Address:** 504 Fair Street, SW, Atlanta, Georgia, 30313, USA  
 • **Contact Name:** Tenisha Griggs, Founder & CEO  
 • **Phone Number:** (404) 973-7710  
 • **Email:** tenisha@37xdigital.com  
 • **Website:** www.37xdigital.com

## Company Overview

37X Digital is a performance-driven digital marketing agency founded in 2023, specializing in innovative, AI-powered solutions and strategic marketing services. We excel in marketing material development, website optimization, and comprehensive digital marketing to drive revenue growth. Inspired by the concept of building atomic habits and improving by 1% every day, we aim to achieve 37x growth for our clients. Serving B2B, E-commerce, and Government sectors, our leadership team brings over 50 years of industry experience, navigating unique challenges and opportunities to deliver exceptional growth through strategic planning and precise execution.

## Core Competencies

- **Digital Marketing Strategy:** Crafting tailored strategies to boost brand presence and drive conversions.
- **AI-Driven Innovation:** Utilizing cutting-edge AI tools to optimize marketing campaigns and business operations.
- **B2B and Partner-led Solutions:** Delivering targeted and effective outreach strategies to connect with niche audiences.
- **Paid Media Advertising:** Driving targeted campaigns across digital channels to maximize reach and conversions.
- **Marketing Collateral Creation:** Developing high-quality materials (digital and print).
- **Experiential Events:** Designing immersive events and interactive activations for impactful brand experiences and measurable results.
- **Website Development & Optimization:** Enhancing engagement through expert website updates and digital experiences.

## Core Values

- **Accountability:** We own our actions and results, ensuring transparency and integrity in everything we do. We deliver on our promises and uphold the highest standards.
- **Relentless:** We pursue excellence with unwavering determination, pushing boundaries and overcoming challenges to achieve exceptional results.
- **Consistency:** We deliver reliable, high-quality service every time, fostering long-term trust through dependable outcomes.

## Services Offered

- Digital Marketing and Paid Media
- Marketing Personalization
- Digital Advertising & Programmatic Display
- Social Media Marketing
- Email Marketing
- Digital and Agentic Transformation
- Business Consultation
- AI Strategy & Integration
- Marketing Automation
- Data Analysis & Segmentation
- Website Development & Optimization
- Marketing Collateral Creation
- Experiential Events
- Political & Government Outreach Solutions

## Differentiators

- **Proven Track Record:** Managed \$100M in advertising spend, achieving significant growth and aiming for 37x client success.
- **AI-Powered Precision Marketing:** Leveraging advanced AI for highly targeted campaigns, delivering up to 400% ROI.
- **Holistic Growth Approach:** Comprehensive strategies across PPC, social media, and content marketing.
- **Data-Driven Insights:** Utilizing deep analytics to provide actionable insights and boost ROI.
- **Experienced Leadership:** 50+ years of combined expertise driving strategic success.
- **Community Engagement:** Actively empowering women and minorities through service and mentorship programs.
- **Collaborative Partnerships:** Building strong, transparent client relationships for optimal results.
- **Consistent Service Excellence:** Delivering high-quality, reliable service to all clients.
- **Commitment to Diversity:** 100% African American/Black and women-owned, fostering inclusive and innovative solutions.

**CAGE Code:** 9UXK8

**D-U-N-S Number:** 004169433

**UEI:** E68EMH4WYU77

**NAICS Codes:**

- 541613 - Marketing Consulting Services
- 541810 - Advertising Agencies
- 541430 - Graphic Design Services
- 541511 - Custom Computer Programming Services
- 541690 - Other Scientific and Technical Consulting Services
- 541820 - Public Relations Agencies
- 541850 - Display Advertising

**Certifications:**

- **Minority Business Enterprise (MBE):** Certified by Georgia Minority Supplier Development Council (GMSDC)
- **WBENC and Women-Owned (WOSB) Certified**

## Past Performances

### Expanded Microsoft's Nonprofit Ecosystem

Drove a 2500% adoption increase and engaged 5,000 nonprofits through segmented campaigns, offer refinement, and AI-personalized email and social outreach.

### Facilitated National Center for Civil and Human Rights Re-Opening

Led summit marketing and messaging strategy using brand-trained AI, achieving nationwide media coverage and executed national campaigns across all digital channels.

### Secured Olympic Partnership for Coordinates

Launched DTC brand in 90 days, achieving 433% ROAS, 65% sales attribution, and securing Team USA Olympic partnership with 80% inventory sell-through.

