

Consultoría digital que acelera la adopción del mercado mediante la estrategia y la efectividad de la IA



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Esta empresa es una consultoría digital que integra estrategia, creatividad, IA, datos y tecnología, ayudando a los equipos de salida al mercado de las principales empresas mundiales a acelerar la adopción por el mercado de productos complejos.

Clientes

Colaboran con todas las empresas líderes del mundo y prestan apoyo a más de 90 equipos de clientes en todo el mundo, incluidas destacadas empresas tecnológicas de búsqueda, medios sociales, comercio electrónico y transporte.

Tracción

Sólido crecimiento de los ingresos de 5 M\$ en 2022 a +9 M\$ en 2025. Esta expansión va acompañada de una fuerte rentabilidad, con márgenes de EBITDA sistemáticamente superiores al 25%.

Modelo único

+125 miembros de un equipo que combina capacidades de consultoría y producción, integrando datos, creatividad, tecnología y estrategia. Como orgullosa B-Corp, se dedican a fomentar un impacto medioambiental y social positivo.

Crecimiento y adopción del producto

Hacen realidad la estrategia a través de la capacitación de ventas y socios, la producción de contenidos y la coherencia en la salida al mercado.

- Producción de contenidos a escala
- Localización y adaptación
- Desarrollo de la Presentación de Ventas
- Casos prácticos e historias de éxito prod.
- Material de formación en ventas
- Simulaciones y demostraciones de IU

Lanzamientos de productos

Te ayudan a definir la historia de tu producto, la audiencia y cómo ganarte su atención, para que el lanzamiento del producto tenga éxito.

- Inteligencia de mercado y de clientes
- Análisis UX/CX del producto
- Propuesta de valor y marco de mensajería
- Diseño narrativo estratégico
- Marca de productos y programas

Datos y apoyo al desarrollo

Integran Datos, Ingeniería e IA en tu estrategia GTM, impulsando un crecimiento más inteligente, más rápido y de siguiente nivel.

- Desarrollo de herramientas GTM
- Habilitación de la IA
- Sistemas de Inteligencia Artificial
- Medición del rendimiento GTM
- Mensajería y eficacia de los activos
- Cuadro de mandos e informes

GROSS REVENUE

\$ 9,100,000

EBITDA

\$ 0

BUSINESS TYPE

Empresa de marketing digital

COUNTRY

Argentina

BUSINESS ID

L#20251037

Activaciones y experiencias

Crean experiencias a través de momentos poderosos que conmueven a las personas, impulsan la claridad e impulsan la adopción del producto.

- Gestión integral de eventos
- Marca y diseño de eventos
- Creación de contenidos para Upfronts
- Diseño didáctico
- Desarrollo curricular
- Implantación del LMS

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