



*Economic Research and Digital Business Transformation*

# COMPANY PROFILE

[www.nexoseconomicos.com](http://www.nexoseconomicos.com)

PO Box 190985, San Juan, PR 00919-0985 | Tel. (787) 398-0635

# ABOUT NEXOS ECONÓMICOS

# INTRODUCTION

In addition to analysis of traditional economic research, **Nexos Económicos, Inc. (NE)** is a consulting and economic research firm also focused on digital economy.

**NE** is committed with new technological opportunities to transform the way of doing business.

Our research and consulting practice are noted for our comprehensive approach, where both dimensions are constantly intertwined. Our goal is to help our customers improve their results in order to add more value to their business.

# ABOUT US

## DIGITAL ECONOMY

Economics studies how to use scarce resources to meet unlimited needs efficiently. The Digital Economy uses digital technologies to optimize the resources of companies and individuals. Digital technologies such as telecommunications, electronic commerce, Internet and information technology, among others.

## MISSION

Provide scientific data and network systems analysis and business intelligence to our existing customers and prospects. Provide a professional service excellence to all our customers basing our suggestions on corroborated and reliable information.

## VISION

Build a team with a diversified vision and a common strategic agenda. Becoming one with the ability and recognition in the business community that provides the intelligence to decision making using the most advanced technological tools.

## OBJECTIVES

- Provide quantitative and qualitative information for decision making and accurate high-level suggestions.
- Develop a greater capacity of analysis using the multiple tools on the market.
- Promote the importance of the analytical study on our customers.

# RESOURCES & SERVICES

# MAIN RESOURCES

## Carlos Soto Santoni, M.A.

### *Economist & Digital Strategist - Founder*

- Economic consultant and Digital Strategist for several government agencies, legislature of Puerto Rico and private sector.
- Deputy Advisor to the Governor of Puerto Rico in economic development.
- Member of the Strategic Development Board for Puerto Rico.
- Assistant Manager at Bank of America, an international financial institution in Credit and Marketing area.
- Visiting professor at the Interamerican University of Puerto Rico and the University of Puerto Rico.
- Former President and member of the Association of Economists of Puerto Rico.
- Member of the Chamber of Commerce of Puerto Rico.
- Member and guest speaker at the Caribbean Studies Association.
- Member of the American Economic Association.
- Member of United Who's Who
- Former Director of Research and Development Committee of the Interactive Advertising Bureau of Puerto Rico.
- Has published several articles related to economic issues in Puerto Rico and worldwide

With a vast variety of resources from **economists, licensed planners, demographers, licensed public relation communicators, online media strategists to digital marketers, Nexos Económicos** established formal alliances with these professionals from different fields in order to offer tailored services to our clients.

# OUR SERVICES



## Some Business Intelligence Functions

Data mining, business performance management (KPIs), data analysis, online analytical processing, benchmarking, comprehensive, predictive and prescriptive analytics and reporting.

## Business Intelligence

Transformation of raw data into meaningful and useful information for business analysis purposes



# OUR SERVICES



## **Basic Digital Intelligence Services – Analytics**

Social Media Engagement Analysis, Web Analytics, Email Marketing Market Research, Content Management, Qualitative Analysis– Polls and Surveys, Technical and Strategic Assistance.



## **Additional Digital Intelligence Services**

Brand SWOT Analysis, Digital Marketing Basic Plan, Benchmarking, Special Event Social Media Coverage, Real-time Analysis for Special Events.



# OUR SERVICES



## Websites & Apps

Responsive, Revamping, Landing Page, Web Apps, Mobile Apps.



## Web Metrics

Google Analytics, Ad Servers, Social Networks, Ad Words, Email Marketing.



## Back-end Development

Intranets, CMS, e-Commerce / m-Commerce.



## Social Media

Branding Setup, Paid Advertising, Content Development, Facebook Apps, Management, Organic Engagement.



## Email Marketing

Design & Development, Campaign Setup & Execution, Metrics & Reports.



## Other Services

**Online Advertising**, Ad Server Setup & Management, **Video & Audio Production**.

# OUR SERVICES



## **Other Services**

Market Research and Analysis, Economy Projections,  
Macroeconomic Analysis, Fiscal Impact Analysis,  
Governmental Finance Evaluation, Strategic Planning.



Land Use Capability Analysis, Consumer Behavior  
Studies, Preference Studies, Litigation Expertise,  
Demographic Analysis, Special Projects.

# SOME ACCOUNTS



# RECENT PROJECTS

# OUR LATEST DIGITAL, RESEARCH & CONSULTING WORKS

- Survey on preferences of newsreaders in Puerto Rico (2014) - Private sponsor
- Digital graphic arts for social media and publishing (2014) - MiOpinionPR
- Survey to identify needs and business opportunities (2014) - NotiCel
- Consulting economic impact legislation (2013) - Puerto Rico Hotel & Tourism Association
- Management & Digital Strategic Consulting (2013) - enHatoRey.com
- Digital marketing consulting, including social networks (2013) - Life Family Chiropractic of Puerto Rico
- Public opinion surveys and polls during Puerto Rico's 2012 elections period in alliance with TuVoto2012 (TelemundoPR, Radio Isla, Noticel and VotoInteligente)
- Social Media Use in Puerto Rico Research (2012)- AdviaNetwork, GTA Internet Marketing & IABPR
- Client Satisfaction Research (2012)- Sol Puerto Rico Limited
- Social Media Use in Puerto Rico Research (2011)- AdviaNetwork, GTA Internet Marketing & IABPR



# OUR LATEST RESEARCH & CONSULTING WORKS

- Interactive Data Analysis Department Development (IDA) (2011)- GTA Internet Marketing
- Client Satisfaction Research (2010) - Luis Benítez & Associates
- Student profile for Huertas Junior College (2010)- Luis Benítez & Associates
- Public opinion Research for Autoridad de Acueductos y Alcantarillados de Puerto Rico (2010) - Direct ResponSource
- Public opinion surveys and polls during Puerto Rico's 2008 elections period – in alliance with Univisión Puerto Rico and VotoInteligente
- Public opinion research analysis telecommunications company (2008) - Direct ResponSource
- Validation research for the Industrials Incentive Law (2008) for Fundación del Colegio de CPA de Puerto Rico
- Implementation and work plan for technology and environmental indexes at Municipio de Caguas (2007) - Municipio Autónomo de Caguas
- Revision to public facilities rates at Municipio de Caguas (2007) - Municipio Autónomo de Caguas



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WE LOOK FORWARD TO DO BUSINESS WITH YOU.

**LETS MEET!**

CONTACT US:

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