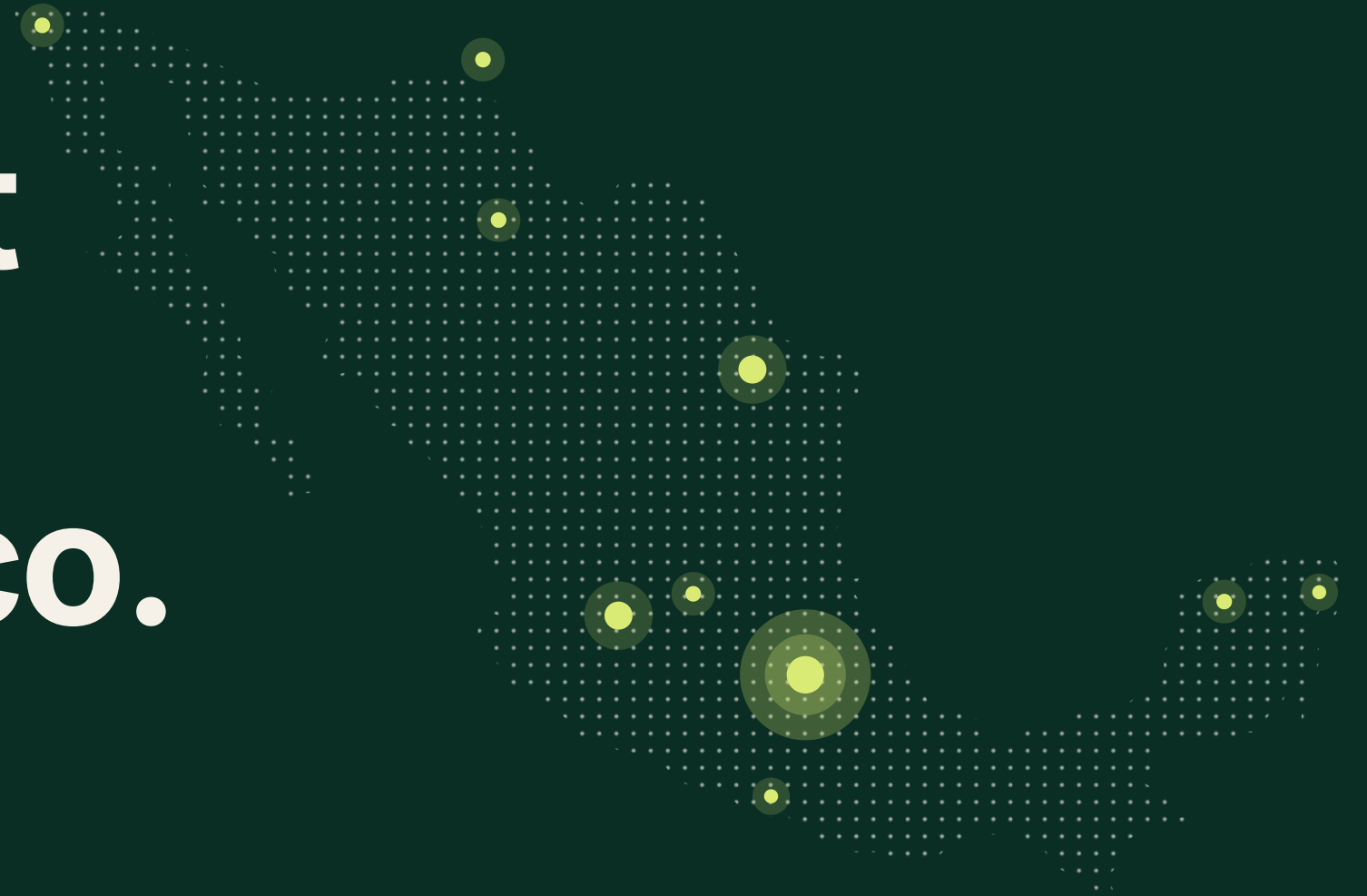


Put your brand in front of **over 1 million** professionals in Mexico.

Before the first email. Before the first coffee.

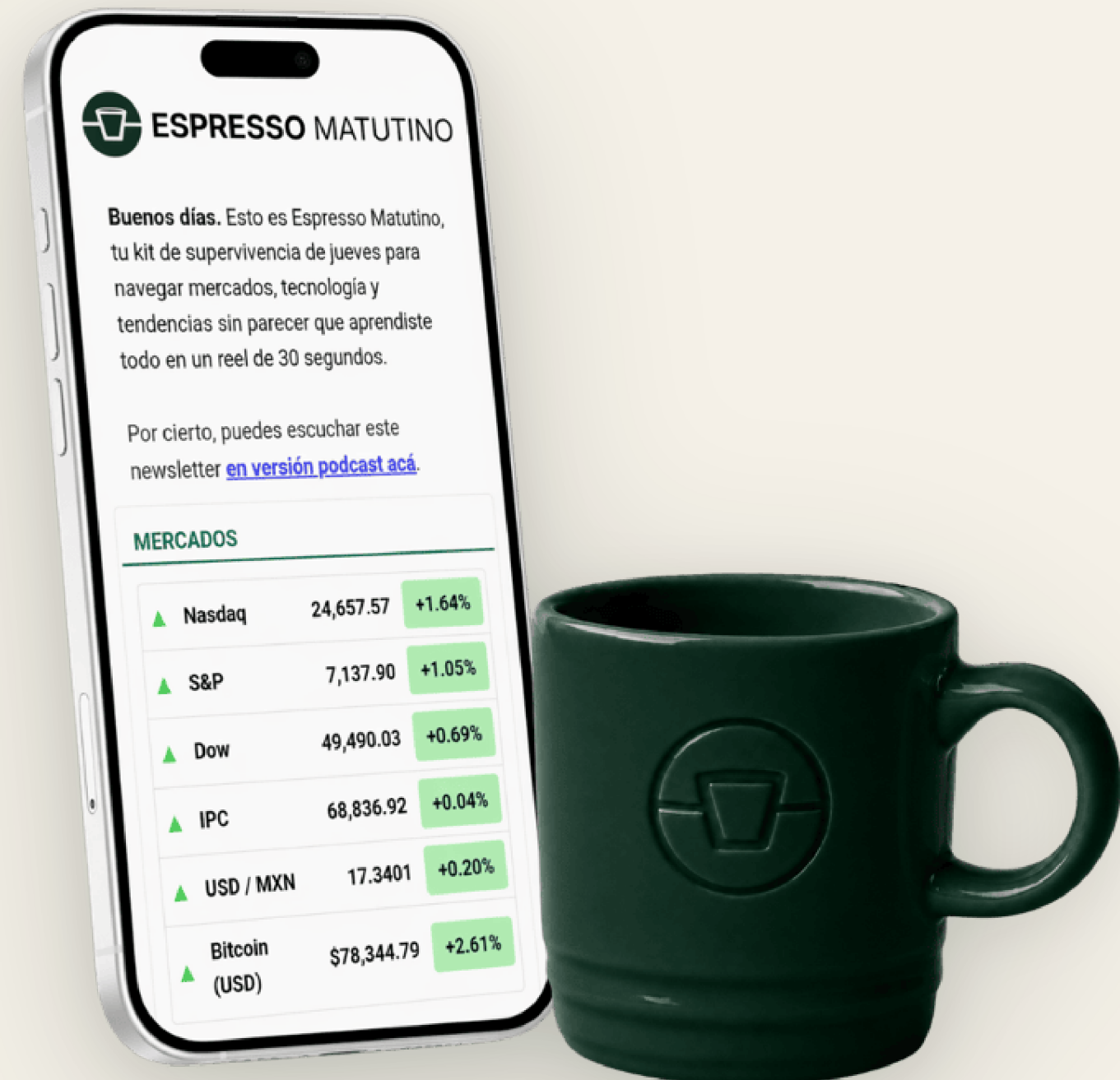


ABOUT US

We're part of the morning routine.

165k professionals read us before they get to the office, with the most important things happening in **tech and business**.

From managers to CEOs, we keep Mexico's leaders informed in just **5 minutes every morning**.



THE FIRST EMAIL OF THE DAY

WHO READS ESPRESSO?

Leaders who make decisions.

Our readers are executives at companies of every size, and they're extremely **demanding** about where they get their information.

They're the **premium** segment of Mexico's reading public: professionals for whom quality information is their raw material.

| C-suite, founders & directors. 48.1% open rate, 2× the industry average.

WHERE THEY READ US

See what our readers say.



Really productive info, keep it up. It honestly helps a lot at work; always being on top of what's happening gives me a competitive edge, always one step ahead.

@Guillermo.Jaramillo



Since I subscribed to Espresso Matutino my mornings taste better. I love the angle they bring to the news. They fill us in on the latest in a fresh way.

@Maricris



The best of the best every day. Thank you so much.

@Tef.MarioVela



Always ahead of the curve. I love Espresso Matutino.

@GCanton68



I love this email. You really got the idea of writing for the reader.

@NataliaLondonoRosas



Honestly, in 5 minutes you get me going at 100% with good news. Congrats.

@QuirozMartinGabriel



There are more and more topics that aren't just interesting to read but worth sharing.

@AbelardoNari



I like the information I find here, and my colleagues can't figure out how I have such important info.

@LuMiranda



I found it incredibly interesting, snappy, with content and info that's very relevant for decision-making. Thank you.

@EverardoGarcia

THE AUDIENCE

The reach, in numbers.

OPEN RATE

48.1%

2x the industry average. Sustained Mon–Fri.

INDUSTRY BENCHMARK – 15–20%

NEWSLETTER + WHATSAPP SUBSCRIBERS

192K

Premium audience – Mexico

SOCIAL FOLLOWERS

858K+

Instagram | Facebook | TikTok |
X | Threads | YouTube | LinkedIn

LISTENS PER MONTH – VIDEO PODCAST

402K+

Daily episodes – Mon–Fri

VIEWS PER MONTH – SOCIAL MEDIA

14.7M

Reels across every platform

WHO READS, IN DETAIL

Decision-makers, in their professional prime.

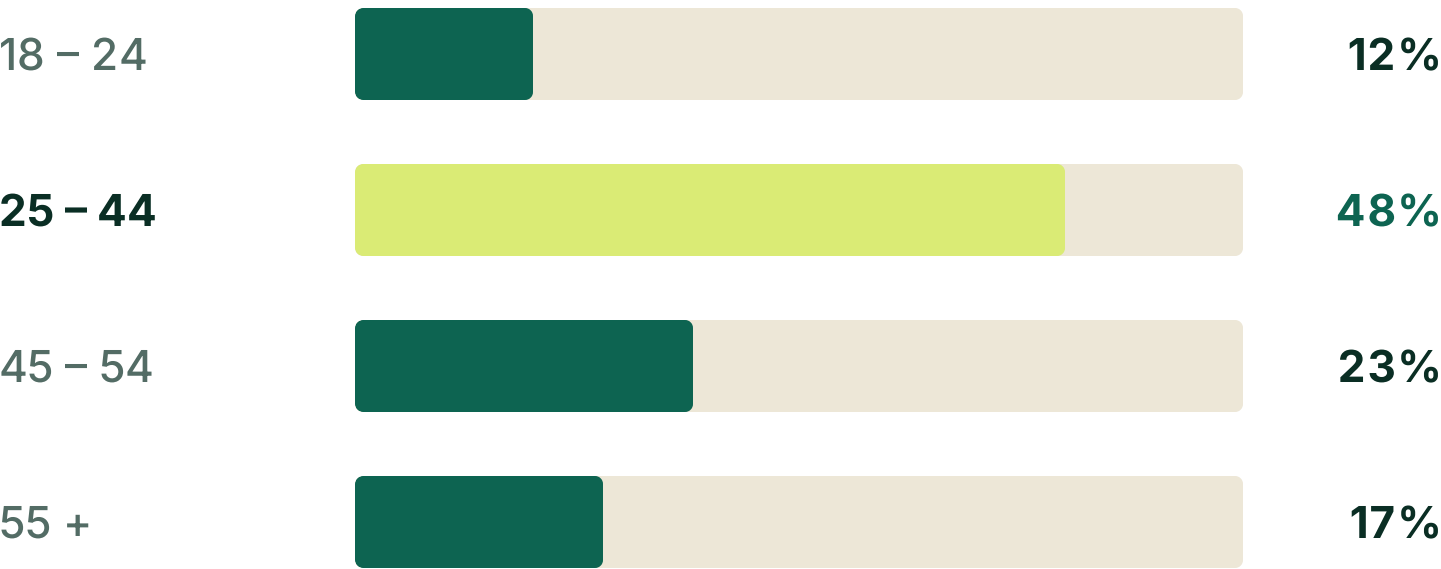
Espresso readers are leaders who make strategic decisions at companies of every size. They're the premium segment of Mexico's reading public.

Seniority



SCALE 0 – 35 – RELATIVE DISTRIBUTION

Age



SCALE 0 – 60 – RELATIVE DISTRIBUTION

How can we help?

"Espresso has been one of the most effective channels
we've found for generating B2B leads in Mexico."

HubSpot

What is your **objective**?

PACKAGE 01

Awareness / Brand.

GOAL

Be the first brand they think of when it's time to decide.

IDEAL FOR

New brands, new categories, or gaining ground against a competitor.

WE MEASURE

Total reach: impressions, views, downloads, opens.

→ Your brand, in the decision-maker's mind.

PACKAGE 02 – MOST REQUESTED

Leads / Demand.

GOAL

Convert our audience into demos, trials, or qualified registrations.

IDEAL FOR

Brands with a clear offer and a team ready to receive leads.

WE MEASURE

Clicks, form completions, and scheduled demos.

→ More leads, more pipeline.

PACKAGE 03

Launch.

GOAL

Concentrate the market's attention on your key date.

IDEAL FOR

Launches where you can't miss: product, campaign, or major update.

WE MEASURE

Traffic, signups, and response within the launch window.

→ Concentrated on key dates.

The **objective** defines **what the campaign is for**. The **package** defines **how present** you are.

A few brands
that have already
trusted us.

75+ BRANDS THAT HAVE
ADVERTISED WITH US

- SECTORS
- Fintech

SaaS B2B

Banking

Retail

Education

Consumer

your logo here?
Let's talk.



What do we offer?

Four formats. One editorial voice. Every ad written by our team in Espresso's tone.

Primary sponsor.

POSITION First half of the email – high visibility

- INCLUDES
- 120 words of copy
 - Custom headline
 - Image + CTA button
 - Espresso editorial tone

- KPI
- Min. 77,000 views
 - 0.8 – 1.0% CTR

Logo

Button



Image

Custom copy

Secondary sponsor.

POSITION	Second half of the email – editorial close
INCLUDES	• 90 words of copy • Image + CTA button • Espresso editorial tone
KPI	• Min. 77,000 views • 0.4 – 0.6% CTR

Image

Button

Custom copy



DAILY PODCAST

Video podcast.

FORMAT Daily 15-minute podcast – YouTube + Spotify + Apple

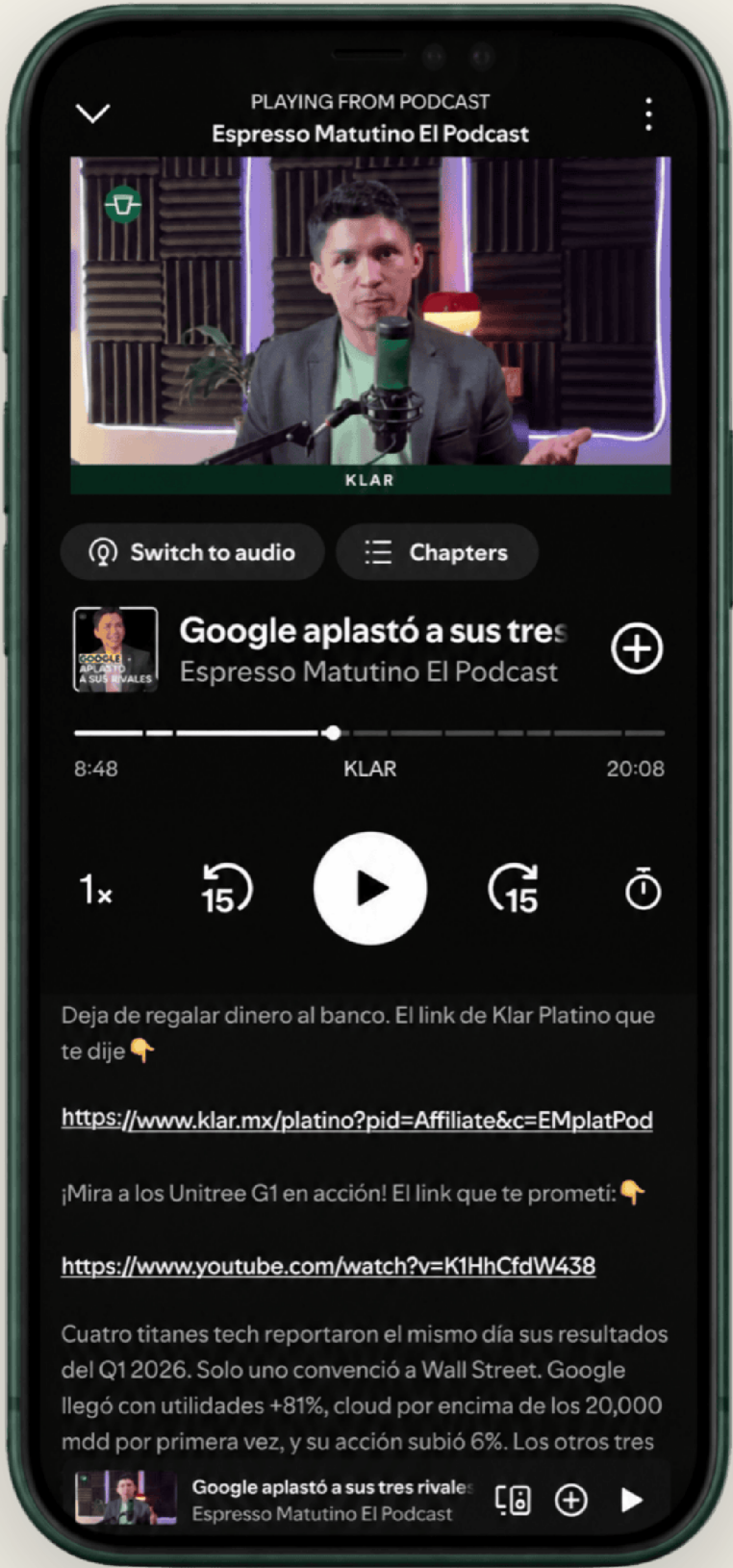
- INCLUDES**
- 30–60 sec host-read ad
 - Ad in both video and audio
 - Trackable UTM links

- PLATFORMS**
- YouTube – Spotify – Apple Podcasts
 - 402K+ listens per month

 LISTEN TO THE PODCAST ON SPOTIFY →

 **#6**
Business
APPLE PODCASTS

 **#7**
Business
SPOTIFY



Ad read
by the host
on video

Mention links
with UTM

Reel on social.

FORMAT A narrative Reel produced from scratch: not a commercial, but a story about your business or product. Vertical 9:16.

- INCLUDES**
- B-roll and animations
 - Automated DM via ManyChat
 - Product link delivered by DM

- KPI**
- 100,000 views (can be paid)
 - Full DM tracking

 [WATCH THE REEL ON INSTAGRAM](#) →

 [SEE THE CAMPAIGNS WITH OTHER BRANDS](#) →



Success **stories**.

Nine campaigns. Nine brands. Verifiable results: views, clicks, conversions, ROI.

B2B – 6 EMAILS – Q1-Q3



GOAL – PIPELINE & MRR

HubSpot wanted to generate leads and pipeline that would drive direct MRR through webinars, reports, and events.

WHAT WE DID

Promoted in 6 emails: webinars, reports, and events.
Copy focused on converting HubSpot’s funnel.



“

Espresso has been one of the most effective channels we’ve found for generating **B2B leads in Mexico**.

Not only is the whole ad-writing process easy, since they take care of all of it, but we’ve also seen **very strong pipeline results**.

It went so well that we’ve renewed to **keep collaborating through Q2 and Q3!**

”

Lorena Alejandra Rodríguez,
Senior Marketing Manager @ HubSpot

B2B – 9 EMAILS – Q4 2025

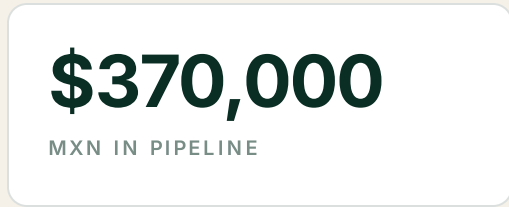
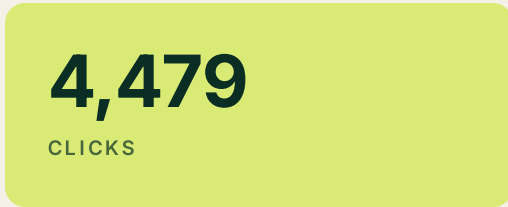
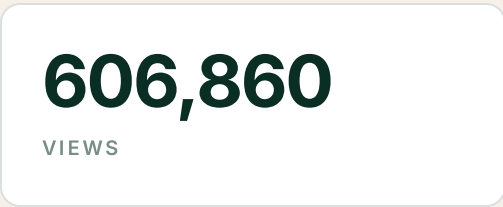


GOAL – PIPELINE

Odoo wanted to test the newsletter as a new B2B acquisition channel in Mexico and generate qualified pipeline for ERP and CRM licenses, with a 3-month sales cycle.

WHAT WE DID

Promoted across 7 emails from November to February, mixing primary and secondary formats. We built the character “Odín” as a creative thread and iterated copy and imagery based on what resonated most.



“

Espresso was a chance to explore a different channel within our B2B strategy. Newsletters were a new format for us, but **we quickly saw the value of connecting with a community of leaders and business owners** already looking for tools to grow their companies.

Beyond driving awareness, **we started to see the impact reflected in pipeline and in commercial conversations** with profiles far more aligned to our offering.

”

Mariana Ibañez Marín,
Marketing Manager @ Odoo

B2B · 1 REEL + META ADS · JUL-AUG 2026

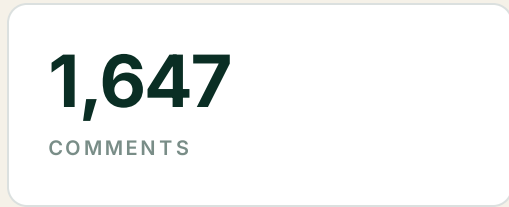
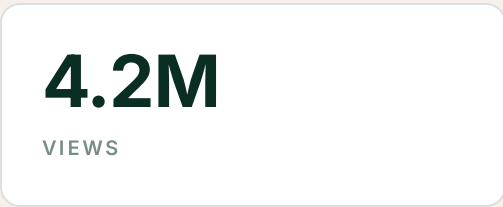
sofía

GOAL · LEADS

Sofía wanted to test video as a channel to reach companies in Mexico and generate B2B leads for its health insurance, with an audience that usually works through inbound and Meta ads.

WHAT WE DID

We wrote a reel with a narrative script built on a real pain point: in Mexico you pay for health insurance and pray you never need it. It ran 100% organic on Instagram and Facebook, and worked so well that Sofía folded it into its own Meta ads as an asset.



“

We have run collaborations with influencers and talent, and **none had generated as many comments as this reel**. Comparatively, it did very well organically and, now that we are sponsoring it, it sparked a lot of interest.

Once we activated it in our ads, **the cost per lead has come out 35% lower than the rest of the ads in the campaign**, and booked demos are going very well too.

We have worked with other teams and **this level of follow-through is something we rarely find**.

”

Andreina Villalobos Matos,
Performance Marketing Manager @ Sofía

IN-PERSON EVENT – CDMX – 2 EMAILS

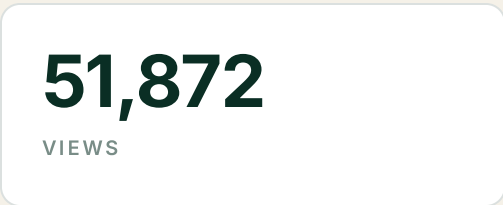


GOAL – EVENT SIGNUPS

Oracle wanted to promote its in-person event in CDMX to drive more C-level registrations.

WHAT WE DID

Promoted across 2 emails. We wrote all the copy to drive the maximum number of registrations. Audience: 51,000 subscribers.



“

Working with Espresso Matutino was an excellent experience that **exceeded our expectations**. We were exploring several strategies for an in-person event in CDMX, and **they turned out to be one of the most effective options**.

With Espresso, we saw a **significant lift in registrations** for the event. It became one of the most effective levers to boost attendance.

”

Joan García,
Marketing Specialist for Latam @ Oracle NetSuite

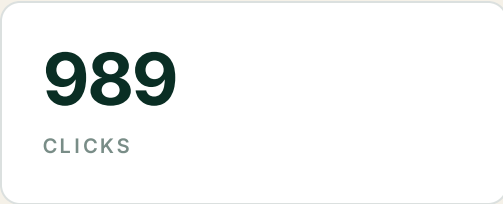
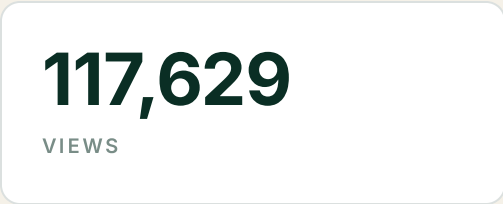


GOAL – EVENT + WEBINAR

Cloudera wanted to promote its in-person event in CDMX and a webinar on the same topic, aimed at C-level professionals.

WHAT WE DID

Event across 2 emails and webinar in 1 email. Copy written to maximize C-level registrations. Audience: 80,000 subscribers.



“

We’ve run other campaigns with alternative media channels (newsletters) and honestly, **Espresso Matutino is the one that has performed best for us.**

Half of the attendees at our in-person C-Level event came from Espresso Matutino.

”

Hernan Galante,
Account Executive @ Cloudera

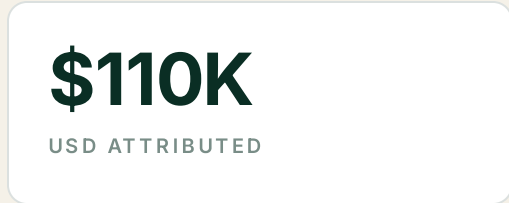
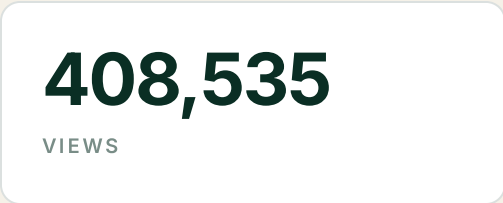


GOAL – SIGNUPS

Twilio wanted to prove real pipeline attribution in Mexico through digital channels, reaching technology directors, VPs of engineering and heads of product with high-value content on conversational AI and customer experience.

WHAT WE DID

We ran a mixed newsletter and podcast campaign across 15 episodes, promoting Twilio’s webinars, guides and resources. Every piece targeted technical profiles with content that justified the click from the first paragraph.



“

Having full attribution for something digital in B2B is hard — it doesn’t come easily. And in February we opened **two sourced opportunities that came directly from the content we promoted with Espresso.**

On that basis we decided to give Espresso more room: we’re **reaching the target that matters to us** in Mexico.

That’s why we keep exploring how to scale the channel for Q3 and Q4, **adding reels** and focusing on the brand’s most important event.

”

Daniela Tovar,
Marketing Manager @ Twilio

B2B – 2 EMAILS – Q3 2025–Q1 2026



GOAL – ATTENDEES

They wanted to promote their webinars on Data & AI strategy, Data Warehouse and Data Lake to a professional audience with decision-making power.

WHAT WE DID

A combination of 2 ads in the newsletter. The campaign generated over 400 registrations and an attendance of just over 200 people at the talk.



“

Espresso Matutino let us connect a technical topic with a **highly relevant B2B audience**.

In just two placements we drove **over 400 registrations and more than 200 attendees**, proving the channel works not only for visibility but to drive action.

”

Fernando González,
Sr. Sales Manager @ AppTec BIG

B2C – 5 EMAILS & 4 PODCASTS – Q1 2026

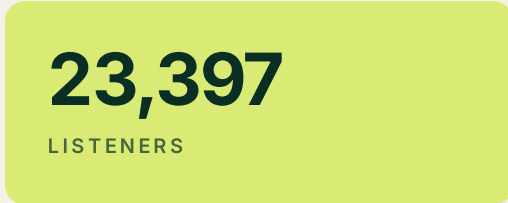
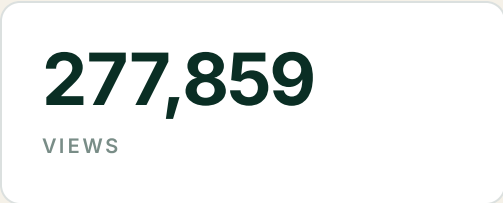


GOAL – AWARENESS

Mercado Pago wanted awareness and brand positioning. The PR team needed an editorial channel to publish scale and leadership data (rankings, market comparisons) that’s hard to surface through owned channels.

WHAT WE DID

We designed a no-links collaboration: editorial charts and data on the ranking of digital banks in Mexico, woven into the newsletter and mentioned on the podcast. No CTA, pure editorial format. The chart circulated organically on LinkedIn.



“

We’re not after conversions or clicks, but brand positioning through relevant news. We were interested in spaces like Espresso because we respect their editorial line and, as readers, we’ve noticed the growth and impact they’ve achieved.

Working without a link and in a purely editorial format **was exactly what we needed.**

”

Pablo,
Communications & PR @ Mercado Pago

B2C – NEWSLETTER + PODCAST + WHATSAPP – 12+ MONTHS

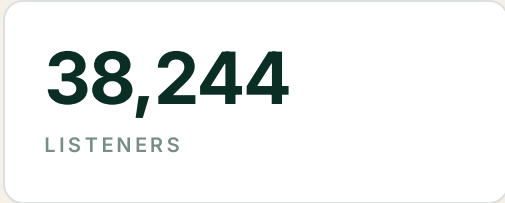
Klar

GOAL – CARDS

When Klar launched Platino and refined who it wanted to attract, Espresso fit naturally: informed Mexican professionals with an appetite for higher-value financial products. We moved from awareness to acquisition without sacrificing lead quality.

WHAT WE DID

Over a year together gave us the luxury of testing formats until we found the mix that works: a multichannel presence across newsletter, WhatsApp and podcast. We left one-off activations behind and built a constant 360.



“

Espresso has let us test different strategies and understand which messages **connect best with professional, high-value users.**

More than an ad channel, **it’s been a benchmark for building effective editorial communication** across formats like newsletter, WhatsApp and podcast.

”

Fernando Ogarrio Ramos,
Growth & Media Brand Manager @ Klar

B2C – 8 EMAILS – Q3-Q4 2025



GOAL – SIGNUPS

Sura wanted to reach “assigned” users —people without a registered Afore who approach the product unaware— and validate Espresso as a quality acquisition channel.

WHAT WE DID

Promoted across 8 emails from July to October with a message that broke the “bureaucratic hassle” barrier: digital signup in under 10 minutes. We iterated between two angles: adulthood and curiosity.



“

What stood out most was **the profile of the signups we got.** Professionals with master’s degrees, PhDs and balances above Sura’s typical user. **Other channels bring us volume; Espresso brought us quality.**

That’s why **we decided to renew and scale** into a 2026 contract, adding podcast, Reels and WhatsApp alongside the newsletter.

”

Ricardo Jáquez Cortés,
Innovation Specialist @ Sura

FINTECH – 2 EMAILS / MONTH – YEAR-ROUND

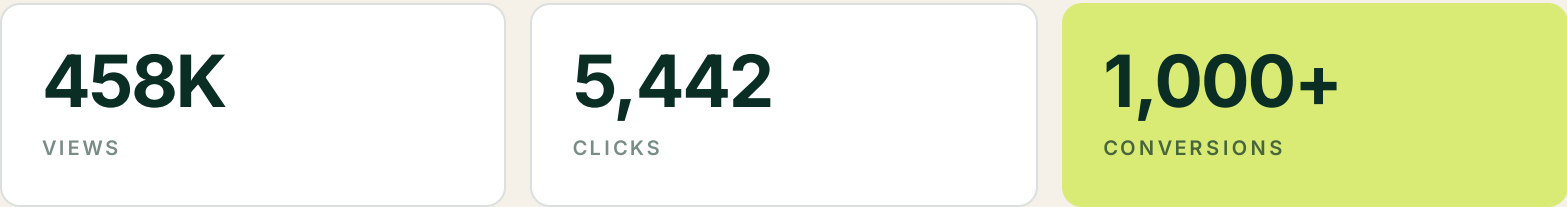


GOAL – ACCOUNTS CREATED

Yotepresto wanted conversions for its personal loans, with a custom bonus for Espresso readers, twice a month.

WHAT WE DID

We promoted their loan offer with a custom Espresso Matutino bonus, twice a month, all year long.



“

Thanks to Espresso Matutino, we discovered how effective newsletters can be for our product.

It's gone so well that we've renewed with 2 emails per month for the rest of the year.

The ROI on the campaigns has been excellent.

”

Rodrigo Amaya,
Senior Growth Specialist @ Yotepresto

HR – 2 EMAILS – 60,000 SUBSCRIBERS



GOAL – REPORT DOWNLOADS

Runa wanted to promote its salary and benefits reports to drive downloads, leads, and brand awareness.

WHAT WE DID

Promoted the reports across 2 emails. We wrote the copy to drive downloads.

59,430

VIEWS

1,853

CLICKS

300+

DOWNLOADS

“

We had a great experience with Espresso. We were able to **get excellent downloads** of our report, as well as great brand exposure. The process was very easy and took no more than 20 minutes.

”

Courtney McColgan,

CEO @ Runa

HR – WEBINAR MINI-SERIES – 1 EMAIL

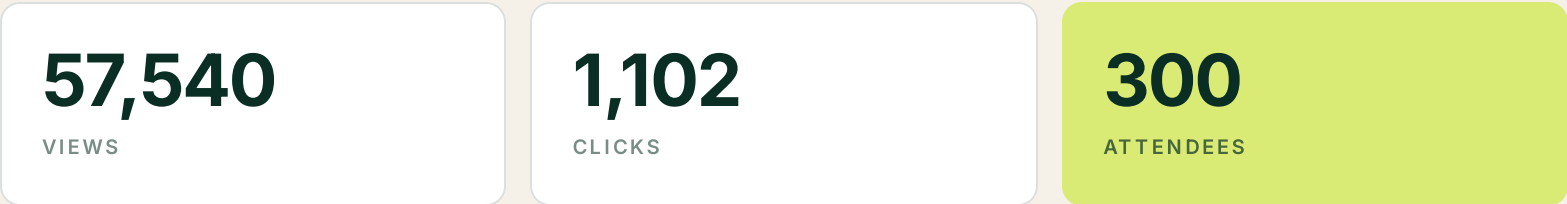


GOAL – WEBINAR LEADS

Seeds wanted to drive registrations for its 4-part webinar mini-series on HR trends.

WHAT WE DID

Promoted the webinar in 1 newsletter edition.



“

The first edition was spectacular!

We had 300 attendees, most of them from Mexico.

We’re very happy with the results of the ad. We’ll stay in touch for future events!

”

Lucia Freysselinard,
Brand & PR Analyst @ Seeds

WEBINAR – SECONDARY SPONSOR – 1 EMAIL

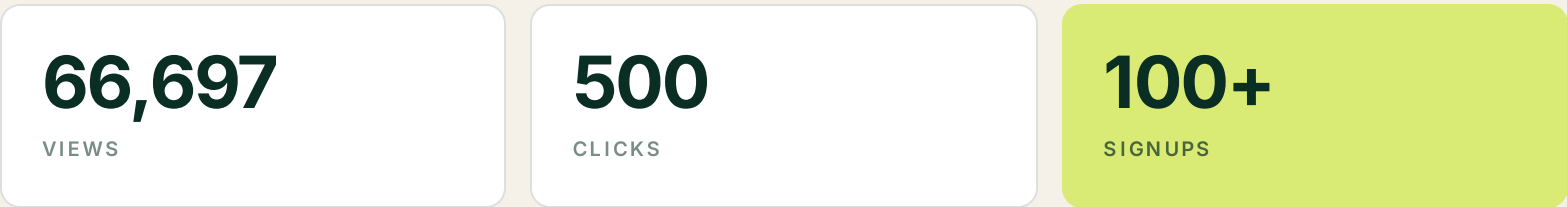


GOAL – WEBINAR LEADS

SeFactura wanted to drive registrations for its webinar on how to be ready for Mexican tax (SAT) audits.

WHAT WE DID

Promoted in 1 email as the secondary sponsor.



“

We thought maybe 20 people would sign up. We’ve got more than 100 registered.

It exceeded the signup cap on the platform we use!

Incredible results. Extraordinary.

We’re thrilled and will definitely be reaching out again to promote future events.

We really weren’t expecting this kind of response.

”

Alejandro Olryd,
Operational Director @ SeFactura

BEAUTY – ECOMMERCE – 1 EMAIL

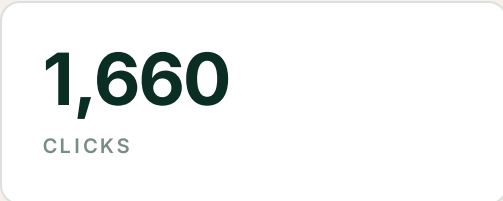


GOAL – CONVERSION AND SALES

OmStyle (Beauty) wanted to explore a new marketing channel to drive more ecommerce sales with an executive audience.

WHAT WE DID

Promoted in 1 email a landing page with a listicle of tips to look less tired, featuring their anti-dark-circle product (priced at \$380 MXN).



“

We were really surprised because we saw almost **double our usual sales in channels outside the newsletter (Amazon, MeLi)**. We also included the pixel for retargeting.

With just 1 email we not only **had positive ROAS, we also picked up 250+ emails for our list**.

Very happy with the results. We'll keep experimenting with this channel.

”

Fernando Fregoso,
Director of Marketing @ OmStyle

Ready to **work** together?

- ALFREDO@ESPRESSOMATUTINO.COM
- +52 55 4357 5576
- WWW.ESPRESSOMATUTINO.COM
- MEXICO CITY – 2026

Fill out the form and
we'll reply within 24h.

[GET STARTED →](#)