



ADVERTISING & DIGITAL MARKETING AGENCY · PUERTO RICO

Many **pieces.**
One **strategy.**

The right message, to the right person, at the right moment.

15+ years transforming **brands.**

We are an advertising and digital marketing agency from Puerto Rico with more than 15 years creating strategies, campaigns, content and digital experiences that connect brands with people.

Since 2009, we have combined strategy, creativity, technology, media and data under one direction to generate visibility, relationships and business results.

2009

FOUNDED IN PUERTO RICO

15+

YEARS OF EXPERIENCE

10

INTEGRATED SERVICES

100+

BRANDS SERVED

Plan. Execute. Measure.

01

Planning

We define objectives, audiences, positioning, creativity, channels, budget and KPIs to build a clear, actionable strategy.

02

Execution

We turn the plan into branding, content, websites, campaigns, media, production, automation and experiences.

03

Tracking & Measurement

We connect analytics, audiences, campaigns and conversions to learn, optimize and make better decisions.

From disconnected pieces, to a system that works.

Brands move forward when audiences, channels, creativity and results share one direction. Alterno connects the pieces to turn complexity into action.

01

SHARED DIRECTION

Objectives, audiences and messages move forward with clear priorities.

Shared strategy, clear priorities and KPIs from the start.

02

INTEGRATED EXECUTION

Creative, media, content and technology work as one system.

One integrated team turns the plan into consistent experiences.

03

DATA THAT GUIDES DECISIONS

Every metric becomes actionable learning.

Tracking, analysis and automation for continuous optimization.

Ten services. One direction.

01 PLANNING

Advertising Strategy+

Plan first.

Business objectives become clear, actionable and measurable plans.

Plans · Audiences · Positioning · KPIs

02 PLANNING

Design & Branding+

Be recognizable.

Identities, concepts, logos and consistent visual systems.

Naming · Logos · Art direction · Packaging

03 PLANNING

Strategic Consulting+

What comes next?

We assess where you are, find opportunities and define the next steps.

Audits · Analysis · Customer journeys

04 EXECUTION

Social Media & Content+

Social with purpose.

Strategy, copywriting, design and community built for results.

Calendars · Reels · UGC · Community management

05 EXECUTION

Web Development+

Websites that work.

Fast, useful, measurable platforms ready to grow.

Websites · eCommerce · LMS · APIs · CRM

Ten services. One direction.

06 EXECUTION

Digital Advertising & Media+

Reach who matters.

Audience, data and performance-driven campaigns and media.

Google • Meta • TikTok • LinkedIn • Programmatic

07 EXECUTION

Audiovisual Production+

Make them stop.

Photography, video and content for campaigns and platforms.

Photo • Video • Reels • Motion • Postproduction

08 MEASUREMENT

Dynamic Retargeting+

The first visit is not always enough.

We reconnect with people who visited, engaged or showed intent.

Remarketing • Audiences • Lookalikes • Sequences

09 MEASUREMENT

Email Marketing / Automation+

Direct to the inbox.

Direct communication that nurtures relationships and drives conversion.

Newsletters • Journeys • Lead nurturing • A/B testing

10 MEASUREMENT

AI + Automation+

Technology works for you.

Agents, integrations and smarter processes in service of the brand.

AI Agents • Chatbots • Workflows • CRM • Analytics

Ten core industries. Many more perspectives.

These are only 10 of the main industries we have worked in. Our experience also spans other sectors, business models and audiences.

01 Education

03 Retail, e-commerce & distribution

05 Automotive

07 Manufacturing, industry & B2B

09 Tourism, hospitality & aviation

02 Food, beverage & consumer

04 Beauty, health & wellness

06 Associations & organizations

08 Insurance & professional services

10 Technology & digital platforms

A few of the 100+ brands we have worked with.

This selection represents only part of our journey. Since 2009, we have collaborated with more than 100 brands, organizations and teams across industries.



We do not just talk about innovation. We build it.

alternoagency.com is a living demonstration of our creative and technological capabilities.

01

Tina + AI

A text and voice assistant that guides visitors, identifies needs, captures contacts and helps coordinate meetings.

02

Master Brief

Conversational AI discovery with conditional questions, saved progress and a final project snapshot.

03

Digital Glossary

More than 600 terms, intelligent search and editorial content to educate, position and convert.

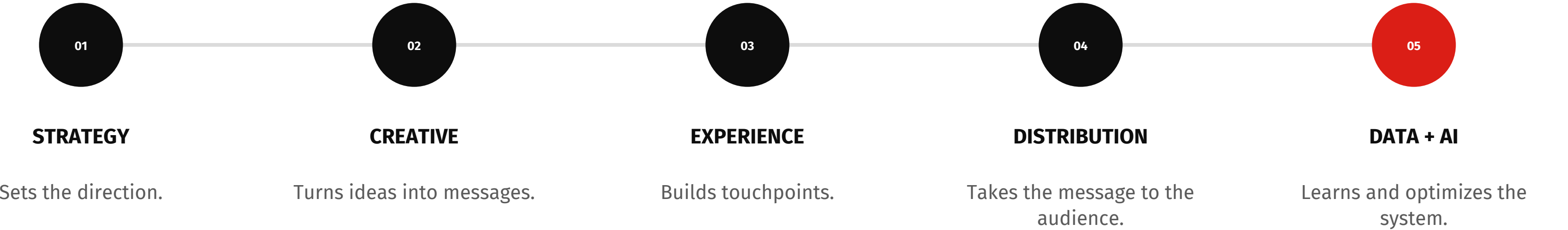
04

Advanced platform

Bilingual site, light/dark modes, accounts, automation, analytics and business integrations.

Many pieces, connected to grow.

Opportunity appears when strategy, creativity, technology, media and data stop working in isolation.



Experience to decide. Curiosity to evolve.

One integrated team+

Strategy, design, content, web, media, AI and data under one direction.

Digital first+

We design every experience for real platforms, audiences and behaviors.

Technology with purpose+

We choose and integrate tools around the problem, not the trend.

Measurement from the start+

We define what matters, instrument the journey and optimize with evidence.

Flexible team+

We bring together the talent and disciplines each challenge needs.

Partner, not vendor+

We work as an extension of the client's team, with context and continuity.

LET'S TALK



Ready for the *next piece?*

REQUEST A PROPOSAL +

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