

CAFEWORDS.COM

CAFE  
WORDS  
AGENCY

CONTENT  
STUDIO



# WHAT WE DO



We are an innovative content marketing studio that creates editorial, branded, sponsored and custom content for media companies in the US and Latin America

# CONTENT SERVICES



We provide editorial support for news and information companies

Big Data strategy for content creation

Newsroom values

Multiplatform content

Audience Development

Local and Regional monetization in the US and Latin America

# CONTENT PRODUCTION



- Editorial content for news organizations: articles, video, explainers, quizzes, interactive pieces.
- Paid commercial content to promote advertising initiatives.
- Native style content with an editorial flavor.
- It is produced by in house by the Cafe Words Content Marketing team. .

# WE USE BIG DATA

We create content backed by BIG DATA,  
search and social intelligence, to  
maximize the creation process and  
audience engagement



# WHO AND WHERE ARE WE

We are a team of journalists, digital strategists, content creators and technologists working in collaboration to amplify the value of new things.

We work in Los Angeles, New York, Mexico and Buenos Aires.



**#1**

We work with publishers in the  
US and Mexico.

**CASE  
STUDIES**

# IMPREMEDIA

Five editorial resources allocated  
at La Opinion (Los Angeles), El  
Diario (New York), La Raza  
(Chicago), La Prensa (Orlando),  
Para Ti Mujer (National  
Magazine)

**UNITED STATES  
2019- CURRENT**



# RESULTS

- 600 original articles per month
- 3 millions of Page-views (organic)
- 200% new users on each market

UNITED  
STATES

# EL DICTAMEN MEXICO 2017-2018

- Digital transformation focused on mobile
- Digital Newsroom implementation
- 8,000 original articles per month
- 12 Millions Pageviews per month
- Programmatic distribution in the US, Colombia, Argentina and Spain
- Audience growth: US 500% - Mexico 300%

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**THANK  
YOU!**

We craft intelligent digital products that connect people to brands.