



PUNTO 3STRATÉGICO

Punto Estratégico

MARKET INTELLIGENCE APPLIED TO DECISIONS S.C.

Smart data-driven decisions.



Who We Are

Mitigate risk with strategic intelligence and consulting

We are a leading research and consulting agency with **over 17 years of experience** transforming uncertainty into business clarity. At **Punto Estratégico**, we understand that the business and political worlds do not allow for guesswork. Our mission is to obtain precise data, analyze it deeply, and turn it into actionable, useful information so leaders like you can take control of your future with the lowest possible margin of risk.

Scientific Research

Rigorous, bias-free methodologies drawn from the best international practices — quantitative, qualitative, and geospatial.

Strategic Consulting

We don't just deliver data. We translate findings into concrete recommendations aligned with your business and political objectives.

Smart Decisions

The result: leaders who act with confidence, reduce costly errors, and gain a measurable competitive advantage in their market.

📌 **Our Formula:** Scientific Research + Strategic Consulting = Smart Decisions.

Problems We Solve

Turning your challenges into competitive advantages through evidence-based intelligence

Every organization — corporate, real estate, or public sector — faces critical moments where uncertainty can cost millions. We eliminate that uncertainty with precision research designed around your specific pain points.

Blind Launches

We prevent you from launching products, services, or campaigns without knowing if the market truly needs them or is willing to pay for them. Our pre-launch validation studies deliver statistically representative consumer feedback before you commit capital.

Lack of Customer Understanding

We help you discover why your customers buy, why they leave, and what they really need — eliminating costly "assumptions" and replacing them with real behavioral and attitudinal data.

Expansion Uncertainty

Unsure where to open your next branch or real estate project? We minimize financial risk through rigorous geographic viability analysis, foot traffic modeling, and commercial demand assessment.

Brand Stagnation

We detect why your brand isn't growing compared to the competition and design a clear, data-backed roadmap to reposition it effectively in the minds of your target consumers.

Public & Political Blind Spots

For the public sector and political campaigns, we measure the true pulse of citizens, government approval ratings, and candidate viability — giving decision-makers the intelligence they need to lead effectively.

Research Methodologies

The scientific rigor behind our answers — custom-designed for every project

We do not offer off-the-shelf research. Every study is engineered from the ground up, combining the most appropriate international methodologies to deliver results that are accurate, actionable, and defensible.

Quantitative Research

The "What" and "How Much"

Hard data, statistically representative, and bias-free. Ideal for measuring market size, consumer behavior patterns, and benchmarking performance at scale.

- Face-to-face surveys with rigorous sampling
- Telephone interviews (CATI methodology)
- Online panels and digital surveys

Qualitative Research

The "Why" and "How"

We delve into the hidden motivations, emotions, and perceptions of consumers — uncovering the human story behind the numbers.

- Focus Groups with expert moderation
- In-depth one-on-one interviews
- Ethnographic studies and participant observation

Geospatial & Data Intelligence

- **Geomarketing:** Foot traffic analysis, competitive mapping, and market cannibalization assessment
- **Data Analytics:** Data mining and predictive modeling for advanced segmentation and demand forecasting

Our Most Popular Studies

Proven solutions for today's most demanding corporate, real estate, and government clients

Over 17 years, these are the strategic studies most consistently requested by organizations that refuse to leave their most important decisions to chance.



Feasibility & Viability Studies

Crucial for the real estate and commercial sectors before injecting capital into new projects. We evaluate demand, competition, pricing potential, and commercial risk to determine whether an investment is truly viable.



Brand Health & Positioning Studies

Where do you stand against your competitors? We map your brand's perception, awareness, and differentiation in the minds of target consumers — and chart a clear path to strengthen your market position.



Satisfaction & Loyalty Evaluation (NPS)

Measuring the complete customer experience — from first contact to post-purchase — to increase retention, reduce churn, and identify the specific drivers of loyalty and dissatisfaction.



Product & Packaging Testing

Validation with real consumers before going to market — concept testing, prototype evaluation, and packaging preference studies that reduce the risk of failed launches.



Organizational Climate & Culture Studies

For Human Resources leaders, we measure internal talent engagement, satisfaction, and cultural alignment — identifying friction points and opportunities to strengthen organizational performance.



Public Opinion & Political Polling

We measure voting intention, candidate viability, and public image evaluation with methodological precision — giving political leaders and public sector officials the intelligence they need to make confident, timely decisions.

It's Time to Make Smart Decisions

Don't leave the future of your project to intuition — mitigate your risk today

With **over 17 years** of experience delivering strategic intelligence to corporate, real estate, and government leaders across Mexico, **Punto Estratégico** is ready to become your most trusted decision-making partner. Every day you operate without precise market intelligence is a day your competition may be gaining ground. Let us help you close that gap.

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 **Punto Estratégico Mexico (P3)** — Market Intelligence Applied to Decisions S.C. | Smart data-driven decisions.

