



Location: MX
Employees: 48 employees
Industry: Advertising
Customer since: August 2021
Website: www.convertia.com

[See profile](#)

About Convertia

Convertia is a Mexican company founded in 2016, with a presence in Spain and several countries across Latin America. It specializes in marketing and sales through its own methodology focused on return on investment and the CPA model, which means Cost per Acquisition. In simple terms, Convertia helps companies grow in a profitable and sustainable way, without turning growth into a guessing game. Through technology solutions that connect marketing data, sales, automation, and operational processes, Convertia supports the digital transformation of its clients. Its work is focused on something very practical: “to improve the user experience and make internal teams more efficient in markets where competition keeps getting tougher.”

What challenges were they facing when managing payroll and labor obligations?

Before working with Runa, Convertia’s payroll process was fully manual. Every payment period required a lot of time, attention, and resources from the team. And it was not only about calculating salaries. The team also had to manage severance payments, employer contributions, payroll tax, and IMSS movements by hand. That made the process slower. It also raised the risk of mistakes and made administrative control harder than it needed to be.



**Sergio
Porragas**

CEO de Convertia



At the beginning, this type of process can feel manageable. A smaller team. Fewer movements. Fewer changes. A few spreadsheets here and there. Nothing dramatic. But as the company grows, the same process starts getting heavier. Each adjustment takes more time. Each validation needs more care. Each legal obligation adds another layer. And suddenly payroll stops being “just one more task” and starts behaving like a drawer that refuses to close.

“Runa helped us free up valuable time, automate calculations, and have much clearer control over our people and their obligations, which used to be very complicated.

- Viviana García, Operations and HR Manager

How has Runa impacted team and payroll management?

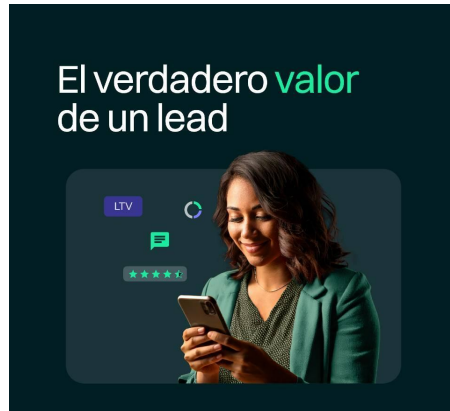
With Runa, Convertia was able to fully automate its payroll and related calculations. Processes that used to take much more time could now be completed faster, with more order and fewer manual errors. Today, IMSS, payroll tax, and INFONAVIT contributions are calculated automatically. Employee movements are also managed directly from the platform, which makes the interaction with the corresponding institutions much simpler. As Viviana García says, “Runa helped us free up valuable time, automate calculations, and have much clearer control over our people and their obligations, which used to be very complicated.” That change gave the team something very valuable: breathing room. Less time spent on repetitive operational work. More time available for the kind of management that needs judgment, context, and human attention.

“Before Runa, payroll was a completely manual process that consumed a lot of our time and made it difficult to have real control over contributions and obligations. With Runa, we achieved order, clarity, and efficiency.

- Viviana García, Operations and HR Manager

Why did they decide to work with Runa?

Convertia chose Runa because the platform felt clear, interactive, and easy to use. It matched the real needs of the operation, not some perfect version of HR that only exists in a sales deck. The ability to run payroll processes quickly, while also having more certainty around calculations and legal requirements, played a big role in the decision. For Convertia, it was important to have a tool that could simplify the work without creating a new layer of confusion. Runa became an ally for the team. Not only because it helped automate payroll, but because it brought order, efficiency, and confidence to people management. That allowed Convertia to operate with more clarity and keep its focus where it belongs: helping clients grow through digital transformation, performance, and smarter commercial processes. In the end, that is the real change: “when payroll stops being a concern.” Because for a company focused on performance and measurable results, internal operations cannot be the thing slowing everything down.



See public reviews on Runa

4.9/5.0



CAPTERRA

[See reviews](#)

4.9/5.0



SOFTWARE ADVICE

[See reviews](#)

4.9/5.0



G2

[See reviews](#)

runa

The people platform for Latin America.

www.runahr.com