



Location: MX
Employees 10 employees
Industry: Advertising
Customer since: February 2020
Website: <https://impactum.mx>

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About Impactum

For more than seven years, Impactum has helped Mexican companies improve their commercial performance through digital channels. While inbound marketing is at the core of its services, the company also specializes in HubSpot implementation, content strategy development, sales process optimization, and campaign execution aligned with measurable business objectives. This approach has positioned Impactum as one of the first HubSpot Gold Partners in Mexico and reflects a culture focused on structure, efficiency, and continuous improvement. The same philosophy that guides client projects also influences the way the company manages its internal operations. As the organization continued to grow, ensuring that administrative processes matched the same level of professionalism became increasingly important. Payroll management, in particular, emerged as an area that required greater visibility, control, and operational consistency.

What challenges were they facing when handling payroll internally?

When Impactum decided to bring payroll management in house, the objective was straightforward: gain greater control over a process that had traditionally been managed by external providers. While outsourcing payroll reduced certain administrative responsibilities, it also limited visibility into calculations, processes, and compliance requirements.



As Javier García, General Director of Impactum, explains, the company often felt forced to trust external calculations without fully understanding how results were generated. Once payroll responsibilities moved internally, the team quickly discovered that managing the process was more complex than expected. Administrative requirements related to IMSS, document management, and regulatory compliance required significant time and effort. Many tasks depended on manual processes, spreadsheets, and interactions with government offices, creating inefficiencies that became increasingly difficult to manage as the company evolved.

“I thought it would be simpler, but in the end I was left without clarity and stuck in processes that were not my strength.

- Lucía Hernández, General Director of Impactum.

How has Runa supported Impactum in its daily operation?

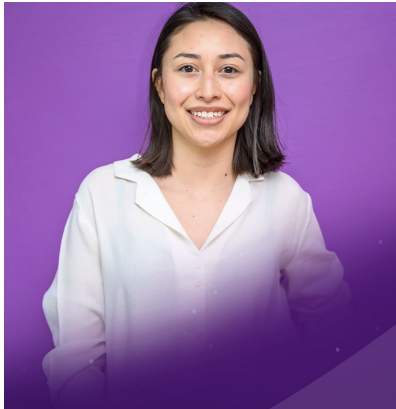
The implementation of Runa transformed the way Impactum manages payroll and Human Resources processes. Activities that previously depended on spreadsheets, manual calculations, and fragmented workflows are now centralized within a single platform. This shift provided greater visibility into payroll operations while eliminating many of the repetitive administrative tasks that consumed valuable time. Automation became one of the most immediate benefits. The team no longer needs to validate information across multiple sources or question whether calculations have been completed correctly. Payroll processing became faster, more accurate, and significantly easier to manage. One particularly valuable feature has been the integration with STP, which allows payroll disbursements to be completed efficiently and, when necessary, enables greater flexibility in payment timing.

“Before, we depended on an external provider for payroll, which limited our flexibility and control. With Runa, we can manage everything internally in an agile and transparent way, without wasting time on manual processes or unnecessary delays.

- Lucía Hernández, General Director of Impactum.

Why did Impactum choose Runa as its payroll platform?

During the evaluation process, Impactum reviewed multiple alternatives. Some platforms focused on Human Resources management without offering payroll functionality, while others managed payroll calculations but lacked robust compliance capabilities. The company needed a solution that could bring everything together within a single system. Runa stood out because it combined payroll automation, IMSS compliance management, employee administration, and a user friendly experience in one platform. Equally important was the quality of support available throughout the implementation and day to day operation. At the beginning, Impactum continued validating calculations through its accountant as an additional layer of security.



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4.9/5.0



CAPTERRA

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SOFTWARE ADVICE

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