

Commercial strategy, digital commerce and AI for companies that want to grow with judgment.

SANTAFE is a client-focused boutique firm. We diagnose before we recommend, integrate only what your business needs, and stay through execution until results show.

WHAT WE DO

Digital commerce

Shopify / Shopify Plus audits and optimization: conversion, experience and trust.

International payments

USD collections and payouts with infrastructure like Payoneer, with clear numbers.

Retention & CLTV

Repurchase and follow-up flows that grow the value of every customer.

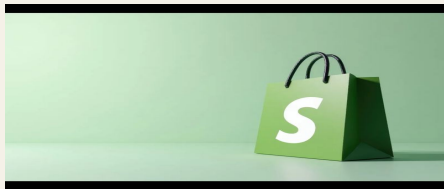
ERP & operations

A second opinion before you sign an ERP/Odoo contract, and clean commercial processes.

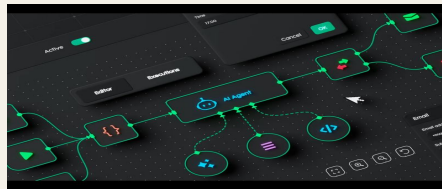
AI & automation

Workflows that cut manual work, errors and downtime.

SELECTED PORTFOLIO



Shopify audit

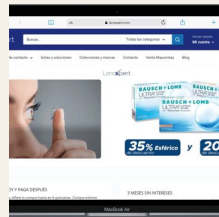
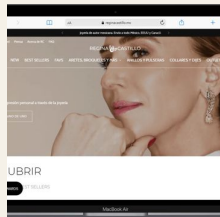
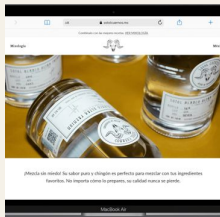


AI automation



CLTV flows

WEB WORK · SITES AND STORES



Sotol Cuernos · Regina Castillo · LensXpert · VPF Abogados · NeoNao · Photobook México — more at santafefirm.com/portafolio

HOW WE WORK

1. Diagnosis

2. Recommendation

3. Integration

4. Measurement

Selective integrators, not partners of every tool: Shopify Plus · Odoo · Payoneer · Lovable · OpenAI · Meta · Google Ads

Book your discovery session (30 min, free)

Scan the code or visit santafefirm.com/agenda

