

# Martin Enriquez

Socialmetrix



*socialmetrix*

“ I saw an opportunity to analyze companies' social media efforts in a radically new way. ”

<b>COUNTRY</b>	Argentina
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	30
<b>YEAR SELECTED</b>	2010
<b>PARTNER</b>	Gustavo Arjones
<b>WEBSITE</b>	<a href="http://www.socialmetrix.com/">www.socialmetrix.com/</a>

## COMPANY SNAPSHOT

Gustavo, Juan, and Martin have pioneered a technology that synthesizes millions of tweets, comments, and Internet chatter into intelligent marketing information. Clients use this data to make effective marketing decisions. As the sole provider of these services in English, Spanish, and Portuguese, Socialmetrix has enjoyed rapid growth across South America-signing its first two dozen multinational companies as clients.

## ENDEAVOR AND SOCIALMETRIX

Through Endeavor introductions and with Endeavor's critical mentoring support, Socialmetrix recently attracted a high profile investment from a UK-based firm. Among Endeavor's services, the Entrepreneurs will receive the support of an Ernst & Young Fellow in the Fall of 2011. Endeavor looks forward to continuing to support Martin, Gustavo, and Juan as they move closer to their goal of transforming Socialmetrix into the global standard in the social media management industry.