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the age group is visualized. With Visme's data visualization tool, you can present your data in tables, graphs, progress bars, maps and so much more. All you need to do is choose your preferred data visualization widget, input or export your data and click enter! 6. How Workato Converts 75% of Their Workato Leads Workato wanted to improve their inbound leads and increase their conversion rate, which ranged from 40-55%. At first, Workato searched for a simple scheduling tool. They soon discovered that they needed a tool that provided advanced routing capabilities based on zip code and other criteria. Luckily, they found and implemented Chili Piper. As a result of implementing Chili Piper, Workato achieved a remarkable 75-80% conversion rate and improved show rates. This led to a substantial revenue boost, with a 10-15% increase in revenue attributed to Chili Piper's impact on lead conversion. Why Does This Case Study Work? What I find compelling about this case study example is how well it utilizes the power of video testimonials to drive the impact of its product. I love how Chili Piper added screenshots and clips of their tool in action. This helps readers become familiar with how your product works, making onboarding new customers much easier. In this case study example, we see the importance of efficient Workflow Management Systems (WMS). Without a WMS, you manually assign tasks to your team members and engage in multiple emails for regular updates on progress. However, when crafting and designing your case study, you should prioritize having a good WMS. Visme has an outstanding Workflow Management System feature that keeps you on top of all your projects and designs. This feature makes it much easier to assign roles, ensure accuracy across documents, and track progress and deadlines. Visme's WMS feature allows you to limit access to your entire document by assigning specific slides or pages to individual members of your team. At the end of the day, your team members are not overwhelmed or distracted by the whole document but can focus on their tasks. Product Case Study Examples 7. Rush Order Helps Vogmask Scale-Up During a Pandemic Vogmask's reliance on third-party fulfillment companies became a challenge as demand for their masks grew. Seeking a reliable fulfillment partner, they found Rush Order and entrusted them with their entire inventory. Vogmask's partnership with Rush Order proved to be a lifesaver during the COVID-19 pandemic. Rush Order's agility, efficiency and commitment to customer satisfaction helped Vogmask navigate the unprecedented demand and maintain its reputation for quality and service. Rush Order's comprehensive support enabled Vogmask to scale up its order processing by a staggering 900% while maintaining a remarkable customer satisfaction rate of 92%. Why Does This Case Study Work? What caught my eye with Rush Order's case study is that they chose an event where their impact mattered the most to their customer and shared that story. While pandemics don't happen every day, you can look through your customer's journey and highlight a specific time or scenario where your product or service saved their business. Yes, the story of Vogmask and Rush Order is compelling, but what stands out even more to me is the case study's design and format. It uses consistent colors throughout the case study, starting with the logo, bold square blocks, pictures and even headers. Take a look at this product case study template below. Just like the Rush Order's case study example I discussed above, this case study template utilizes bold colors and large squares to attract and maintain the reader's attention. It provides enough room for you to write about your customers' backgrounds/introductions, challenges, goals and results. The right combination of shapes and colors adds a level of professionalism to this case study template. Customize this template and make it your own! Edit and Download 8. AMR Hair & Beauty leverages B2B functionality to boost sales by 200% With limits on website customization, slow page loading and multiple website crashes during peak events, it wasn't long before AMR Hair & Beauty began looking for a new e-commerce solution. Their existing platform lacked effective search and filtering options, a seamless checkout process and the data analytics capabilities needed for informed decision-making. This led to a significant number of abandoned carts. Upon switching to Shopify Plus, AMR immediately saw improvements in page loading speed and average session duration. They added better search and filtering options for their wholesale customers and customized their checkout process. Due to this, AMR witnessed a 200% increase in sales and a 77% rise in B2B average order value. AMR Hair & Beauty is now poised for further expansion and growth. Why Does This Case Study Work? As I examined this case study example, I was struck by the power of a concise and impactful narrative. For example, in this case, Shopify focused only on the most relevant aspects of the customer's journey. While there may have been other challenges the customer faced, they only included those that directly related to their solutions. However, as I continued to go through this case study, I couldn't help but think of other brands that don't normally see a 200% boost in sales, and experience more "average", humbling numbers like 8 or 10%. Natalia Dinsmore, B2B Content Marketing Strategist & Consultant, puts this into perspective: "One of the best tips I have on case studies is probably that you don't necessarily need massive or mind-blowing success stories to create a case study still. Smaller wins are also worth sharing - if you frame them correctly." Take a look at this case study template below. It is perfect if you want to create a concise but effective case study. Without including unnecessary details, you can outline the challenges, solutions and results your customers experienced from using your product. Don't forget to include a strong CTA within your case study. By incorporating a link, sidebar pop-up or an exit pop-up into your case study, you can prompt your readers and prospective clients to connect with you. Customize this template and make it your own! Edit and Download Marketing Case Study Examples 9. How the Denver Broncos Use Visme to Visualize Data, Execute Strategies & Wow Partners Let's turn to marketing case study examples now. Denver Broncos—one of the NFL's premier organizations—faced a classic marketing challenge. Their team needed to wow potential partners with interactive presentations that captured the electric atmosphere of game day, but static PowerPoint slides weren't cutting it anymore. After discovering Visme in 2019, their Partnership Marketing team, led by Matt Swiren, completely transformed their content creation game. The shift wasn't just about prettier slides. It was about revolutionizing partner engagement through interactive content. The implementation of Visme helped them: Slash content creation time in half Create over 500 interactive projects Streamline workflow across multiple departments Establish brand consistency through a centralized template library Instead of static mockups, they began animating stadium LED displays in their presentations, giving partners a true feel of game-day energy. Combined with real-time social media embedding and detailed analytics tracking, the Broncos have scored a major win in modern partner relationship management. Why Does This Case Study Work? The Visme case study on the Denver Broncos immediately impressed me with its clean and professional visual design. The use of bold headings, ample white space and embedded screenshots of the Broncos' actual work made the story visually engaging and easy to follow. I also loved the case study's structured approach. It follows the "challenge, solution, results" framework and features quantifiable metrics that make it more relatable and tangible. The case study also nails something crucial: it speaks directly to both marketing and sales teams, showing how they can use Visme to demonstrate versatility while staying focused on bottom-line results. One of my favorite touches is how they wove in real quotes from Matt Swiren. His insights about team collaboration, streamlining workflow and enhancing partner engagement added that authentic, boots-on-the-ground perspective that turns a good case study into a great one. You can tell this isn't just marketing fluff. It's a real story of transformation backed by solid results. 10. Jasper Grows Blog Organic Sessions 810% and Blog-Attributed User Signups 400X Another real-life case study that I read and loved was by Jasper—an AI writing tool, that lacked a scalable content strategy to drive organic traffic and user growth. They needed help creating content that converted visitors into users. Especially when a looming domain migration threatened organic traffic. To address these challenges, Jasper partnered with Omniscient Digital. Their goal was to turn their content into a growth channel and drive organic growth. Omniscient Digital developed a full content strategy for Jasper AI, which included a content audit, competitive analysis, and keyword discovery. Through their collaboration, Jasper's organic blog sessions increased by 810%, despite the domain migration. They also witnessed a 400X increase in blog-attributed signups. And more importantly, the content program contributed to over \$4 million in annual recurring revenue. Why Does This Case Study Work? When I reviewed this case study, I was genuinely impressed by how they merged storytelling with video testimonials. But here's what caught my eye: Omniscient did something clever by segmenting the video testimonials and strategically placing them in different case study sections. I've read countless case studies, and I can tell you that video marketing works wonders. The data backs this up—42% of people prefer video testimonials because they show real customers with real success stories. Having seen the impact firsthand, I strongly recommend incorporating video testimonials into your case study if you haven't already. Take a look at this stunning video testimonial template. With its simple design, you can input the picture, name and quote of your customer within your case study in a fun and engaging way. Try it yourself! Customize this template with your customer's testimonial and add it to your case study! Customize this template and make it your own! Edit and Download 11. How Meliá Became One of the Most Influential Hotel Chains on Social Media Meliá Hotels needed help managing their growing social media customer service needs. Despite having over 500 social accounts, they lacked a unified response protocol and detailed reporting. This largely hindered efficiency and brand consistency. Meliá partnered with Hootsuite to build an in-house social customer care team. Implementing Hootsuite's tools enabled Meliá to decrease response times from 24 hours to 12.4 hours while also leveraging smart automation. In addition to that, Meliá resolved over 133,000 conversations, booking 330 inquiries per week through Hootsuite Inbox. They significantly improved brand consistency, response time and customer satisfaction. Why Does This Case Study Work? I can't stress enough how crucial a solid case study design is. This case study stopped me in my tracks the moment I opened it. The design is absolutely captivating, the kind that does more than just look pretty. It hooks readers instantly and keeps them glued to every detail until the very end. If you're currently saying to yourself, "I can write great case studies, but I don't have the time or skill to turn it into a beautiful document." Say no more. Visme's amazing AI document generator can take your text and transform it into a stunning and professional document in minutes! Not only do you save time, but you also get inspired by the design. With Visme's document generator, you can create PDFs, case study presentations, infographics and more! Take a look at this case study template below. Just like our case study example, it captures readers' attention with its beautiful design. Its dynamic blend of colors and fonts helps to segment each element of the case study beautifully. Customize this template and make it your own! Edit and Download 12. Tea's Me Cafe: Tamika Catchings is Brewing Glory Tamika's journey began when she purchased Tea's Me Cafe in 2017, saving it from closure. She recognized the potential of the cafe as a community hub and hosted regular events centered on social issues and youth empowerment. One of Tamika's business goals was to automate her business. She sought to streamline business processes across various aspects of her business. One of the ways she achieves this goal is through Constant Contact. Constant Contact became an integral part of Tamika's marketing strategy. They provided an automated and centralized platform for managing email newsletters, event registrations, social media scheduling and more. This allowed Tamika and her team to collaborate efficiently and focus on engaging with their audience. They effectively utilized features like WooCommerce integration, text-to-join and the survey builder to grow their email list, segment their audience and gather valuable feedback. Why Does This Case Study Work? I like how this case study uses storytelling techniques to form a connection with its readers. Constant Contact has done something brilliant here—they spotlight their customers' efforts as the reason for their achievements and growth. The visuals are spot on too. I love that Constant Contact added raw, real-life photos of actual customers' photos to captivate readers. But a quick heads up: while this is a great way to foster originality, I've found that it is equally challenging to maintain quality if the customer sends in blurry or low-quality photos. If you find yourself in that dilemma, you can use Visme's AI image edit tool to touch up your photos. With Visme's AI tool, you can remove unwanted backgrounds, erase unwanted objects, unblur low-quality pictures and upscale any photo without losing its quality. Another thing I like about this example is that the case study is offered in multiple formats, including an audio podcast and PDF. In its PDF version, Constant Contact utilized its brand colors to create a stunning case study design. With this, they increase brand awareness and, in turn, brand recognition with anyone who comes across their case study. With Visme's brand wizard tool, you can seamlessly incorporate your brand assets into any design or document you create. By inputting your URL, Visme's AI integration will take note of your brand colors, brand fonts and more and create branded templates for you automatically. You don't need to worry about spending hours customizing templates to fit your brand anymore. You can focus on writing amazing case studies that promote your company. Business Case Study Examples 13. How Breakwater Kitchens Achieved a 7% Growth in Sales With Thryv Breakwater Kitchens struggled with managing their business operations efficiently. They spent a lot of time on manual tasks, such as scheduling appointments and managing client communication. This made it difficult for them to grow their business and provide the best possible service to their customers. David, the owner, discovered Thryv. With Thryv, Breakwater Kitchens was able to automate many of their manual tasks. Additionally, Thryv integrated social media management. This enabled Breakwater Kitchens to deliver a consistent brand message, captivate its audience and foster online growth. As a result, Breakwater Kitchens achieved increased efficiency, reduced missed appointments and a 7% growth in sales. Why Does This Case Study Work? Opening this case study, I instantly noticed something refreshing—Thryv has mastered that sweet spot of concise format and punchy verbs. Trust me, this makes all the difference in keeping readers plugged into every detail. Here's another brilliant move that caught my eye. They kick things off by laying out their customer's complete profile right at the top. We're talking about the full name, company details, website, etc. This allows potential customers to verify the case study's legitimacy, making them confidently lean into Thryv's services. However, manually copying and pasting customer information across multiple pages of your case study can be time-consuming. To save time and effort, you can utilize Visme's dynamic field feature. Dynamic fields automatically insert reusable information into your designs. So you don't have to type it out multiple times. 14. Zoom's Creative Team Saves Over 4,000 Hours With Brandfolder Zoom experienced rapid growth with the advent of remote work and the rise of the COVID-19 pandemic. Such growth called for agility and resilience to scale through. At the time, Zoom's assets were disorganized which made retrieving brand information a burden. Zoom's creative manager spent no less than 10 hours per week finding and retrieving brand assets for internal teams. Zoom needed a more sustainable approach to organizing and retrieving brand information and came across Brandfolder. Brandfolder simplified and accelerated Zoom's email localization and webpage development. It also enhanced the creation and storage of Zoom virtual backgrounds. With Brandfolder, Zoom now saves 4,000+ hours every year. The company also centralized its assets in Brandfolder, which allowed 6,800+ employees and 20-30 vendors to quickly access them. Why Does This Case Study Work? Digging into Brandfolder's case study, I love how they've nailed something often missing in our industry—hard data that actually means something. They don't just throw numbers around; they back everything up with solid sources. Because that's exactly what makes their story hit home. You know what else makes this case study stand out to me? Brandfolder gets that not everyone wants to scroll through a webpage. They've gone the extra mile and provided a downloadable PDF version that readers can dive into whenever they want. Talk about thinking of your audience! I've got to geek out about the design for a minute here. From the vibrant colors to the seamless navigation, everything has been meticulously designed to leave a lasting impression on the viewer. And with clickable links that make exploring the content a breeze, the user experience is guaranteed to be nothing short of exceptional. The thing is, your case study presentation won't always sit on your website. There are instances where you may need to do a case study presentation for clients, partners or potential investors. Visme has a rich library of templates you can tap into. But if you're racing against the clock, Visme's AI presentation maker is your best ally. Customize this template and make it your own! Edit and Download 15. How Cents of Style Made \$1.7M+ in Affiliate Sales with LeadDyno Cents of Style had a successful affiliate and influencer marketing strategy. However, their existing affiliate marketing platform was not intuitive, customizable or transparent enough to meet the needs of their influencers. Cents of Styles needed an easy-to-use affiliate marketing platform that gave them more freedom to customize their program and implement a multi-tier commission program. After exploring their options, Cents of Style decided on LeadDyno. LeadDyno provided more flexibility, allowing them to customize commission rates and implement their multi-tier commission structure, switching from monthly to weekly payouts. Also, integrations with PayPal made payments smoother and features like newsletters and leaderboards added to the platform's success by keeping things transparent and engaging. As a result, Cents of Style witnessed an impressive \$1.7 million in revenue from affiliate sales with a substantial increase in web sales by 80%. Why Does This Case Study Work? What fascinates me about LeadDyno's case study is that they've cracked the code on CTA timing that most brands miss—right in the middle of their layout, when readers are completely wrapped up in the success story, they drop this perfectly positioned CTA. They're catching their audience when they're mentally mapping strategies used in the case study to their own business—love it. I've seen countless case studies bury their CTAs at the bottom, but LeadDyno's CTA feels like the next logical step in the reader's journey. Here's what Samantha Murillo, growth marketer for tech and SaaS, proposes you do with CTAs in your case study: I also like how they use quotes to strengthen their case study. They didn't just embed these quotes seamlessly into the text; instead, they emphasized each one with distinct blocks. Each quote hits like a power punch, adding this layer of credibility that just can't be ignored. Are you looking for an easier and quicker solution to create a case study and other business documents? Try Visme's AI designer! This powerful tool allows you to generate complete documents, such as case studies, reports, whitepapers and more, just by providing text prompts. Simply explain your requirements to the tool, and it will produce the document for you, complete with text, images, design assets and more. Case Study FAQs Still have more questions about case studies? Let's look at some frequently asked questions. Choose a compelling story: Not all case studies are created equal. Pick one that is relevant to your target audience and demonstrates the specific benefits of your product or service. Outline your case study: Create a case study outline and highlight how you will structure your case study to include the introduction, problem, solution and achievements of your customer. Choose a case study template: After you outline your case study, choose a case study template. Visme has stunning templates that can inspire your case study design. Craft a compelling headline: Include figures or percentages that draw attention to your case study. Work on the first draft: Your case study should be easy to read and understand. Use clear and concise language and avoid jargon. Include high-quality visual aids: Visuals can help to make your case study more engaging and easier to read. Consider adding high-quality photos, screenshots or videos. Include a relevant CTA: Tell prospective customers how to reach you for questions or sign-ups. The stages of a case study are: Planning & Preparation: Highlight your goals for writing the case study. Plan the case study format, length and audience you wish to target. Interview the Client: Reach out to the company you want to showcase and ask relevant questions about their journey and achievements. Revision & Editing: Review your case study and ask for feedback. Include relevant quotes and CTAs to your case study. Publication & Distribution: Publish and share your case study on your website, social media channels and email list! Marketing & Repurposing: Turn your case study into a podcast, PDF, case study presentation and more. Share these materials with your sales and marketing team. Advantages of a case study: Case studies showcase a specific solution and outcome for specific customer challenges. It attracts potential customers with similar challenges. It builds trust and credibility with potential customers. It provides an in-depth analysis of your company's problem-solving process. Disadvantages of a case study: Limited applicability. Case studies are tailored to specific cases and may not apply to other businesses. It relies heavily on customer cooperation and willingness to share information. It stands a risk of becoming outdated as industries and customer needs evolve. There are 7 main types of case studies. They include; Illustrative case study, Instrumental case study, Intrinsic case study, Descriptive case study, Explanatory case study, Exploratory case study, Collective case study. The ideal length of your case study is between 500 - 1500 words or 1-3 pages. Certain factors like your target audience, goal or the amount of detail you want to share may influence the length of your case study. This infographic has powerful tips for designing winning case studies. Case studies provide a detailed narrative of how your product or service was used to solve a problem. Examples are general illustrations and are not necessarily real-life scenarios. Case studies are often used for marketing purposes, attracting potential customers and building trust. Examples, on the other hand, are primarily used to simplify or clarify complex concepts. You can easily find many case study examples online and in industry publications. Many companies, including Visme, share case studies on their websites to showcase how their products or services have helped clients achieve success. You can also search online libraries and professional organizations for case studies related to your specific industry or field. If you need professionally-designed, customizable case study templates to create your own, Visme's template library is one of the best places to look. These templates include all the essential sections of a case study and high-quality content to help you create case studies that position your business as an industry leader. Get More Out Of Your Case Studies With Visme Case studies are an essential tool for converting potential customers into paying customers. By following the tips in this article, you can create compelling case studies that will help you build trust, establish credibility and drive sales. Visme can help you create stunning case studies and other relevant marketing materials. With our easy-to-use platform, interactive features and analytics tools, you can increase your content creation game in no time. There is no limit to what you can achieve with Visme. Connect with Sales to discover how Visme can boost your business goals.