

Headline

Add a catchy headline that focuses on the benefits to the client: numbers are always good here!

Summary

Include a brief summary of the case study. Mention the challenges your

Customer Introduction

Let your customer shine here. Talk about what they do, and why it's important.

Main Metrics

Add some of the main metrics that highlight what your product did for the customer.

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The Challenge

Talk about the difficulties the customer was facing, and how these problems affected their business.

How it Affected _____

Go into more depth in this section: what is the main metric that this problem was affecting?

The Solution

Use this section to specify important details and specific features of your product that helped the customer succeed.

The Results

Focus on the customer's success. How was the problem resolved? How did this affect the main metric mentioned above?

CTA (Call to Action)

To finish off, plug your product. Focus on the results this customer is getting as they continue to use your product in the future, and how this solution is helping them get closer to their long-term goals. Then, offer to bring the same results to the reader.