

## CASE STUDY TEMPLATE

<b>CUSTOMER:</b>	
<b>CUSTOMER CONTACT/TITLE:</b>	
<b>OUR PROJECT LEAD:</b>	

<b>Headline</b> (10 words)	<i>Headline can be a short, positive client quote from the body copy: "It's a Transformational Product!" as an example.</i>
<b>Header Subhead</b> (15 words max)	<i>Mentions client name, product, and the positive outcome the case study will explore.</i>
<b>Body Copy w. Subheads</b> (700-1500 words)	<p><b>Body</b> (700-1500 words) Structured into the following topic areas:</p> <ul style="list-style-type: none"> <li>● <b>About the company</b></li> <li>● <b>The challenge</b></li> <li>● <b>The solution</b></li> <li>● <b>The results</b></li> <li>● <b>The benefits</b></li> <li>● <b>The customer's experience with us</b></li> </ul> <p><i>3-4 paragraphs per section maximum, 2-3 sentences per paragraph.</i></p>
<b>Company overview</b>	<ul style="list-style-type: none"> <li>● <b>General Description</b></li> <li>● <b>Industry</b></li> <li>● <b>Regions*</b></li> <li>● <b>Employees</b></li> <li>● <b>Revenue</b></li> </ul> <p style="text-align: right;"><i>*Regions are Global, NAFTA, APAC, EMEA, LATAM</i></p>
<b>Solution(s) used</b>	
<b>Implementation partner(s)</b>	
<b>Challenges</b> (2-3 bullet points)	
<b>Results</b> (2-3 bullet points)	
<b>Benefits</b> (2-3 bullet points)	
<b>Pullquotes</b> (3-4)	
<b>Logo</b> (Hi-Res from Client)	