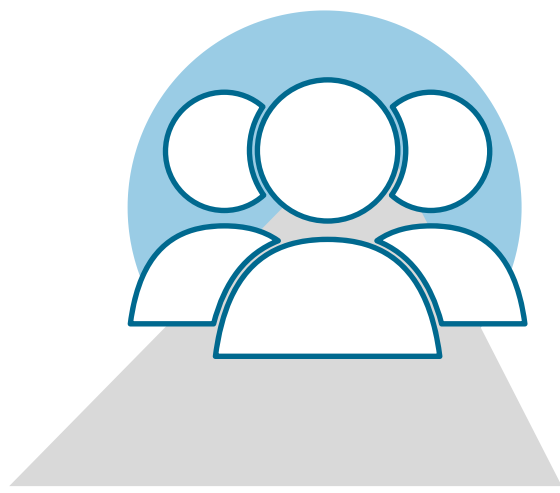


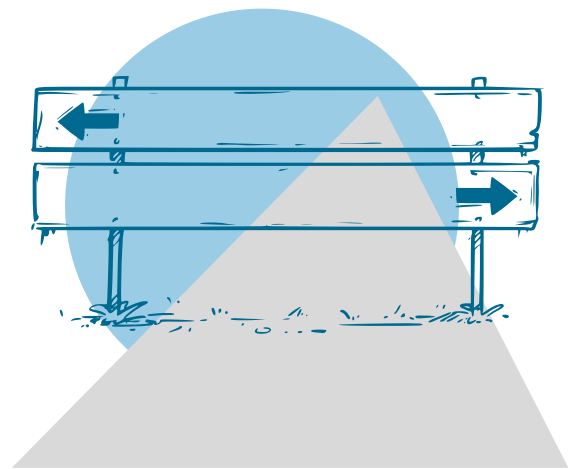
What you need to know when creating a Case Study



The audience

Who is the targeted audience you are trying to reach?

The problem
What problem do they share with the case study client?



The problem-solver

Who is the company that solved their client's problem?

The client
Who is the client and how did the problem affect its business?



The proof

How was the problem fixed and what data and results prove that?