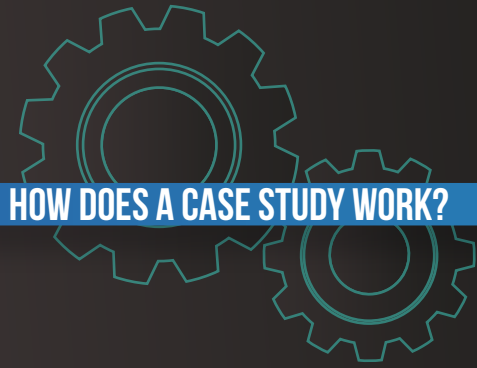


# CASE STUDY

## PROCESS



### HOW DOES A CASE STUDY WORK?

### WHAT IS A CASE STUDY?

A case study is a research method that is used to describe and analyze a specific case.

We use case studies to provide detailed information about our products and to inform interested parties what our solutions can look like in reality. We are guided by the initial situation and the goals of the customer. Based on the actual campaign results, we go into the course of the campaign, show exemplary templates of the customer and analyze the results.

→ *This type of case studies has proven to be a great success for Audience Serv and our partners as well.*

### ACCEPTANCE

Most of the work is already done! Now it's time to fine-tune. We present to you our draft of the case study, discuss the results together and we are happy to accept your change requests.

### PUBLISHING

Now the case study can be published. Through cross-media publishing, the study is shared over a wide reach. This creates a marketing tool from which we benefit equally.



### PRODUCTION

Based on the campaign data and the results, we produce a high-quality case study. You can sit back and relax, because we take care of the complete production including text & design.

### REVISION AND FINAL APPROVAL

After any adjustments have been incorporated, we will provide you with the final version of the case study for approval.



steps that require your input

steps **ENTIRELY** handled by Audience Serv



# CASE STUDY

## BENEFITS



HERE ARE THE MAIN ADVANTAGES OF A CASE STUDY

## WHAT IS A CASE STUDY?

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### SHARE KNOWLEDGE AND GAIN SYMPATHY



Case studies tell a story. We dive into the challenges and the path to success. Many companies face similar problems when it comes to customer acquisition. So why not share your own experiences and help other companies by communicating an understandable way how to successfully overcome the challenges. Through your cooperation on the case study, you can prove yourself as a proactive entrepreneur who recognizes problems, efficiently solves them and drives operations.

BENEFIT

01

INCREASE YOUR REACH

BENEFIT

02

SHARE KNOWLEDGE  
AND GAIN SYMPATHY

BENEFIT

03

LONG-TERM BENEFITS

### INCREASE YOUR REACH



We share our case studies with interested parties on request, report on them in a press release and present them in selected speeches. Whichever way - the name of your company deserves special attention and your reach can be further increased.

### LONG-TERM BENEFITS



The preparation of a case study is usually relatively quick and uncomplicated. But with little effort, you can create long-term benefits. The content can be updated continuously and thus a case study can be used and spread over years.