

Lab tech startup, Elemental Machines, **improves advertising click rates** and **leverages targeted examples of success** in sales cycles thanks to SuccessKit.

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## Situation

Cutting-edge laboratory monitoring company, Elemental Machines, was relying on a single Case Study they had developed internally to support sales and marketing. They were having trouble finding the time and resources to create more.

Recognizing their clients' success was one of the strongest tools for demonstrating the value of their technology, Elemental Machines decided to prioritize development of more Case Studies.

"Right now we're introducing a relatively new technology," said John Morgan, Director of Marketing at Elemental Machines. "We're getting early adopters but not yet getting that mainstream adoption. The next group of people will need to see results and testimonials from early adopters."

As a startup with limited marketing resources, Elemental Machines did not have the budget, time, or staff to consistently produce Case Studies in-house. Then they found SuccessKit.

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## Solution

Elemental Machines partnered with SuccessKit to produce Case Studies demonstrating their many successes with clients.

Working with SuccessKit, Elemental Machines was able to expand their collection of Case Studies while maintaining focus on their core business and marketing goals.



**John Morgan**  
Director of Marketing,  
Elemental Machines

“SuccessKit has been great. I have created Case Studies in the past and it's really hard to nail down customers to a specific time [for an interview]. I realize how difficult it is to get them to commit to talk to you and fully engage. SuccessKit is able to draw out key points. We can tell SuccessKit, 'ABC company had this problem,' and they will document our solution.”

“It is clearly worthwhile to pay SuccessKit to create our Case Studies versus rearranging our priorities to find the time to do them ourselves,” said John.

With SuccessKit, Elemental Machines can more effectively target buyer personas with marketing content that connects to their experience.

“No matter what company, people have similar problems and challenges. It is easy in a Case Study, particularly with the way SuccessKit formats it, for them to see, ‘oh this person is just like me and they were able to save all this money!’” John said.

## Results + Benefits

### Improved Engagement



“Click rates went up on nurture programs when I started using Case Studies as opposed to the e-guides. I think they resonate more with our targeted personas,” said John.

### Capture Attention



“SuccessKit Case Studies are more relatable and easier to digest quickly. We don’t have a lot of [a prospect’s time]. With these Case Studies, we can capture the attention of our prospects quickly,” John said.

### Time and Energy Savings



“It is a lot of time [to create a Case Study internally]. My account manager and I have to reach out to the customer, schedule and hold a meeting, take notes, write a draft. Then we have an internal designer who would have to do a design. That all adds up to be quite a lot of our time.”

### Cost Effective



At more than double the cost to develop internally, “compared to what we are paying SuccessKit, it just makes financial sense,” said John.

# Industry

Technology  
Startup

# Primary Values

Increased Engagement  
Saved Time

# Case Studies Created

6 in 6 Months

