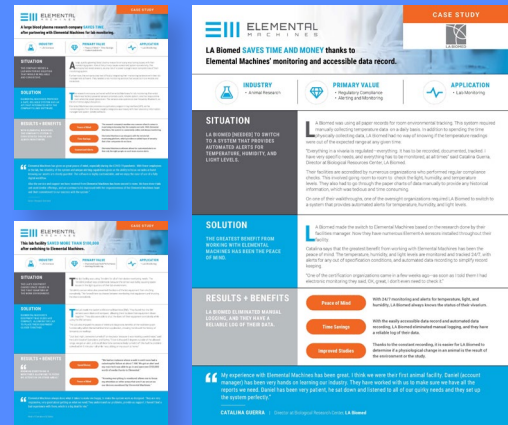


# Elemental Machines improves its click rates and leverages targeted examples of success thanks to SuccessKit



## Situation

There was a time when the sales and marketing teams for Elemental Machines relied on just a single internally developed Case Study. The cutting-edge laboratory monitoring company struggled to find the time and resources to create more.

“It takes a lot of time to create a Case Study internally,” said John Morgan, Director of Marketing at Elemental Machines. “My account manager and I have to reach out to the customer, schedule and hold a meeting, take notes, and 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.”

However, the company knew that recognizing its clients’ success was one of the strongest tools for demonstrating its technology’s value.

“We’re introducing a relatively new technology and appealing to early adopters,” said John. “The next group of people—the mainstream clients—will need to see results and testimonials from early adopters.”

As a startup with limited marketing resources, Elemental Machines didn’t have the budget, time, or staff to consistently produce Case Studies in-house. That’s why the company turned to SuccessKit.



“ **SuccessKit has been great.**  
**We can tell the SuccessKit team,**  
**‘ABC Company had this problem,’**  
**and they will document our solution.”**

John Morgan, Director of Marketing at Elemental Machines

# Elemental Machines improves its click rates and leverages targeted examples of success thanks to SuccessKit

## Solution

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

“It’s clearly worthwhile to pay SuccessKit to create our Case Studies versus rearranging our priorities to find the time to do them ourselves,” said John. “SuccessKit’s Case Studies are more relatable and easier to digest quickly. They allow us to quickly capture the attention of our prospects, and they make it easy for prospects to realize, ‘Oh, this company is just like mine and it was able to save all this money!’”

With SuccessKit taking care of the company’s Case Studies, Elemental Machines can more effectively target buyer personas with marketing content that connects to their experience.

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

Relying on SuccessKit for Case Study creation also proved to be a cost-effective solution: To produce a Case Study in-house would’ve been double the price the company paid for SuccessKit’s services. “It just makes financial sense,” said John.

“**It’s clearly worthwhile to pay SuccessKit to create our Case Studies versus rearranging our priorities to find the time to do them ourselves.**”

## Results and Benefits



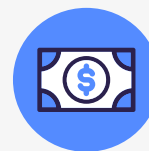
Relatable, attention-capturing content



Improved engagement



Increased time savings



Cost-effective solution