

Case Studies to Match Your Strategy and Budget

For nearly a decade Mainstay has been helping businesses prove their value with fact-based, independently verified customer case studies.

Today, we offer a full range of case study services, leveraging our core research to create videos, podcasts and other marketing assets that extend the value of your customer relationship.

Choose the service—or combination of services—that fits your business needs, from one-page Sales Sheets to versatile Customer Showcases that provide maximum coverage and impact. In each case, you get Mainstay's proven research methodology, our award-winning team of analysts and writers, and our unmatched commitment to results.

Customer Showcase

- Cost-effectively leverages single on-site customer engagement
- Delivers full range of sales and marketing assets for maximum reach and impact
- Separate ROI report provides value-added service for customer

Standard Showcase Package:

- ✓ Full case study with ROI assessment (5-10 page professionally designed PDF)
- ✓ Executive summary sales sheet (1 page professionally designed PDF)
- ✓ Customer video testimonial (professionally edited)
- ✓ Podcast (professionally edited audio interview)
- ✓ Executive summary slide for sales presentations
- ✓ Detailed ROI report for your customer (slide presentation)
- ✓ ROI financial model for detailed analysis (spreadsheet)

Customer Snapshot

- Provides in-depth case study with less customer commitment
- Facts and quotes collected through phone interviews with customer
- Customers receive an investment scorecard for internal use

Standard Snapshot Package:

- ✓ Full case study with ROI assessment (4-6 page professionally designed PDF)
- ✓ Executive summary sales sheet (1 page professionally designed PDF)
- ✓ Podcast (professionally edited audio interview)
- ✓ Investment scorecard for your customer

Customer Sales Sheet

- Requires minimal customer involvement (1 hour interview)
- Ideal for building a critical mass of references across industries or products
- Captures 2-5 quantifiable business benefits and proof points

Standard Sales Sheet Package:

- ✓ 1-page study including business challenges and solution (professionally designed PDF)

