

Client Overview

- **Type:** SaaS
- **Industry:** FinTech / Financial Services
- **Size:** 40 employees
- **Location:** United States

Service Areas

- GTM Strategy
- Sales Enablement
- Customer Interviews

[Read Case Study](#) →

Fixing Broken Proof: Rewriting 10 FinTech Case Studies to Support Modern Sales

Challenge

The client's 13 case studies were outdated, vague, and ineffective—hurting sales instead of helping them earn first calls.

Summary

We rebuild the entire case study library: rewriting old stories, removing outdated ones, and creating new content that reflected buyer needs.

Results

- 10 case studies rebuilt for sales
- Objections addressed with real proof
- Stories tied to conversion-driving features
- Messaging sharpened with customer language
- Clients re-engaged with updated wins