



“ Altitude recently completed a compelling interactive flash project that helped us reach the ‘Best & Final’ stage with a Fortune 500 pharmaceutical company. ”

RENEE COSTANTINI
SR. MARKETING MANAGER
EGENCIA, AN EXPEDIA, INC.
COMPANY

“ No one sells your product or service better than your customers. Compelling success stories are a great way to proactively show prospects you are dedicated to deliver value to them post purchase. ”

STUART ROBERTSON
GENERAL MANAGER
SHAREBUILDER 401(K),
A SUBSIDIARY OF ING DIRECT

Your best customers can sell for you.
Contact us to get started today!

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Interactive Case Studies: Generate More Leads and New Sales from Your Customer Success Stories

In today’s budget-conscious environment, potential customers demand **proof** that your product, service or solution will solve their business challenge **before they agree to purchase.**

Bring Your Success Stories to Life

The **Interactive Case Studies** we create for our clients are highly engaging, and far more effective than print studies at convincing prospects that your offering can deliver the success they need. Now, more than ever, if a customer is willing to share their story you need to make the most of it.

Keep customer logo and photo top of mind

Drive viewers to highly relevant content using callout boxes

Maximize story value using animated charts, graphs and video

Allow viewers to quickly navigate to sections of greatest interest

See this example at www.EveryStudySells.com.

Maximize Each Story’s Value to Your Sales Efforts

- **Generate More Leads:** Every section is a pathway to more information such as white papers and demos that viewers must complete a lead form to access
- **Let Them Experience the Success:** Steps to Success are clearly broken out and viewers can jump to the section of greatest interest at any time
- **Highlight the Results:** Animated graphs and charts emphasize the full ROI
- **Let the Customer Speak:** Short videos or quotes increase credibility and demonstrate enthusiasm, while maintaining the viewer’s attention
- **Keep Them Engaged:** Viewers are more likely to review the entire study, recognize the value of your offering, and refer it to others!