



**How Case Study Buddy
helped Rankings.io close
\$179,444 worth of deals in
one month**



The Company



As an agency specializing in lawyers, physicians and small business, Rankings.io helps their clients dominate some of the toughest niches on the web.

The Challenge

With so many agencies competing for their client base, Rankings.io was struggling to cut through the noise.

They needed sales assets that proved they were a lead's best option, but finding a vendor who knew their niche was proving to be a problem.



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“We had testimonials, blog content and reviews, but we didn’t have anything that showcased our wins. I looked at a lot of other people who did case studies, like freelancers, but I didn’t feel confident that they understood our niche.”



CHRIS DREYER

FOUNDER & CEO,
RANKINGS.IO

The Solution

Case Study Buddy took the time to understand Rankings.io's services and audience.

Lawyers and doctors are busy, so Case Study Buddy kept interviews short and asked smart questions that got clients to share detailed metrics and quotes.



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“I like that Case Study Buddy understands our niche. I like that the case studies talk about monetary return based on what a client has spent. And I like that it’s easy.”



CHRIS DREYER

FOUNDER & CEO,
RANKINGS.IO

The Result

Thanks to the new case studies, leads could see the results Rankings.io had earned businesses just like theirs.

After putting their case studies to work, Rankings.io closed more than \$179,444 worth of deals in a single month.



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“We’ve closed seven deals in the past month—\$179,444 worth of deals—and case studies helped close them all. Case studies are powerful lead magnets, they’re powerful presentations, and they’re great for sales. I highly recommend Case Study Buddy.”



CHRIS DREYER

FOUNDER & CEO,
RANKINGS.IO

Get sales assets that close deals from a team who knows your niche.

Case Study Buddy is the easiest way to get powerful, detailed case studies in a fraction of the time.

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