26characters

RESEARCH REPORT

What 200 B2B Case Studies Reveal

The State of B2B Case Studies 2026

An analysis of the newest case study from 200 established B2B companies across nine industries, each coded on 42 elements, from headline structure to the type of proof offered and who gets quoted.

A NOTE FROM OUR CEO

Why we read 200 case studies

Case studies are the most trusted thing a B2B company publishes. They are the proof a buyer forwards to the CFO, the page sales sends when a deal stalls, and often the last thing a shortlist reads before a decision.

We write a lot of them. The more we wrote, the more curious we got about how everyone else does it. What do the strongest ones have in common? How much proof actually makes it past the customer's legal team? Does anyone put the number in the headline?

So we went and looked. We took the newest case study from 200 established B2B companies across nine industries and read every one in full. We coded each on 42 variables, from word count and headline structure to the type of results reported, who gets quoted and whether the story carries a date. Then we compared them across the full sample and industry by industry.

What we found is a proof gap. Most companies have better stories than their case studies let on, and much of what is missing is within the marketer's control.

We are happy to share these findings with you. The next time you build a case study, you can see what others in your industry are doing, and where a few small choices would make yours the one buyers remember.



Steve Goldhaber
CEO, 26 Characters

EXECUTIVE SUMMARY

We read the newest case study from 200 established B2B companies across nine industries and coded each one on 42 variables. More than half now mention AI, and in 28% of studies that name the customer, the company's own name shows up more often than the customer's. Many stories look complete without carrying proof: 41% of Results sections hold no measurable result, and longer stories are no more likely to report one. Even approved numbers go unused, with 74% of boxed results kept out of the headline and nearly a third of stories ending with no call to action. Companies with an active library publish often, while others have no findable program at all. The five numbers below capture what stood out.

53%	of B2B case studies now mention AI.
28%	of named customers are outshined by the company.
41%	of "Results" sections hold no measurable result.
74%	of boxed results never make the headline.
31%	of case studies end with no call to action.

The takeaway for marketing leaders: most case studies already hold proof that never gets used. Leading with the result, giving every story a next step and keeping the library current turns the stories you have into stronger sales assets.

HOW WE DID IT

We analyzed 200 case studies from 200 different B2B companies.

Nine industries

SaaS, enterprise tech, IT services, professional services, manufacturing, HR tech, fintech, martech and business services, with 20 to 26 studies each.

Neutral selection

Companies were taken in the order they appeared on third-party industry lists, never picked for the quality of their case studies.

Credibility screen

Every company had to be public, have roughly 200+ employees, have $50M+ in funding or be analyst-recognized, and be at least three years old.

Recency

157 studies carry a verified date from the last 12 months. The other 43 are undated but confirmed as the company's newest published story.

42 variables per study

Each study was coded on everything from word count and headline structure to the type of results and who is quoted. Only achieved results counted.

Read in full

Every study was opened in a browser and read start to finish, and every record was reviewed against the same written coding rules.

200	42	9	157
case studies, one per B2B company	variables coded per study	industries, 20 to 26 studies each	with a verified publication date in the last 12 months

This is a descriptive sample of established companies, not a representative survey. The full methodology appears at the end of this report.

PART ONE

01

The findings

Seven findings from 200 case studies, in four groups, and what B2B marketers should do about them.

Finding 1 · More than half mention AI 6

Finding 2 · The company upstages its customer 7

Finding 3 · Results sections with no result 8

Finding 4 · The 600 to 900 word sweet spot 9

Finding 5 · Results sit in a box, not the headline 10

Finding 6 · Nearly a third end in a dead end 11

Finding 7 · Publishing in near real time, or not at all 12

What B2B marketers should do 13

01

FINDING 1 OF 7

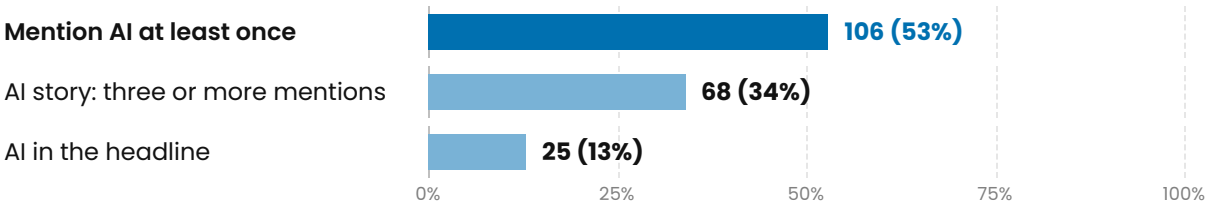
More than half of B2B case studies now mention AI

106 of 200 (53%) mention AI at least once, 68 mention it three or more times, and 25 put it in the headline. IT services is furthest ahead: 13 of its 22 studies are AI stories.

EXHIBIT 1

More than half of case studies now mention AI

Share of 200 studies

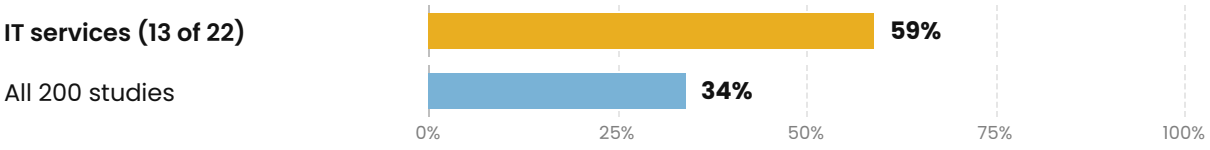


Source: 26 Characters analysis of 200 B2B case studies, 2026

EXHIBIT 2

IT services is furthest ahead

Share of studies that are AI stories



Source: 26 Characters analysis of 200 B2B case studies, 2026

53%
mention AI at least once

68
mention AI three or more times

25
put AI in the headline

02

FINDING 2 OF 7

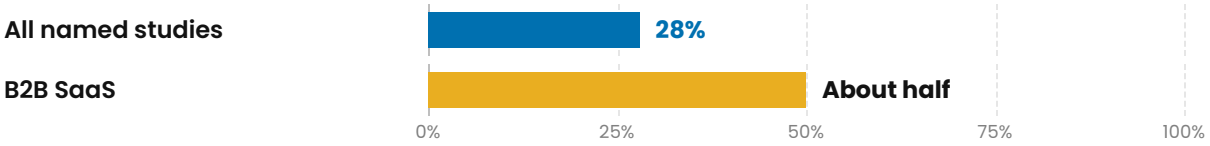
The company telling the story often upstages its customer

In 28% of studies that name the customer, the company's own name appears more often than the customer's. In SaaS it's about half. 31% of headlines carry the company's own name.

EXHIBIT 3

The company's name outnumbers the customer's

Share of studies that name the customer where the company's own name appears more often

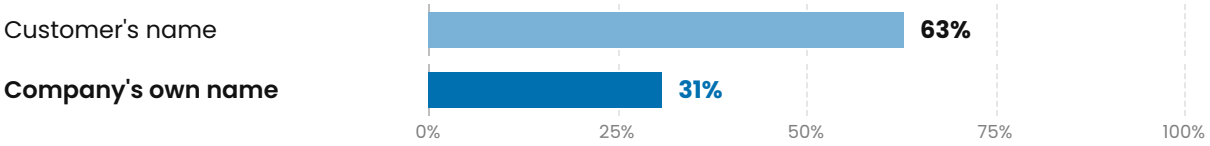


Source: 26 Characters analysis of 200 B2B case studies, 2026

EXHIBIT 4

Whose name is in the headline

Share of all 200 headlines



Source: 26 Characters analysis of 200 B2B case studies, 2026

28%
of named studies mention the company more than the customer

~50%
in SaaS

31%
of headlines carry the company's name

03

FINDING 3 OF 7

41% of "Results" sections contain no measurable result

When the customer won't approve a number, the template keeps the heading anyway.

EXHIBIT 5

The heading stays even when the number goes

The 143 studies with a labeled Results section



Source: 26 Characters analysis of 200 B2B case studies, 2026

143
studies have a labeled Results section

58
of those hold no measurable result

72%
of all studies use a Results heading

04

FINDING 4 OF 7

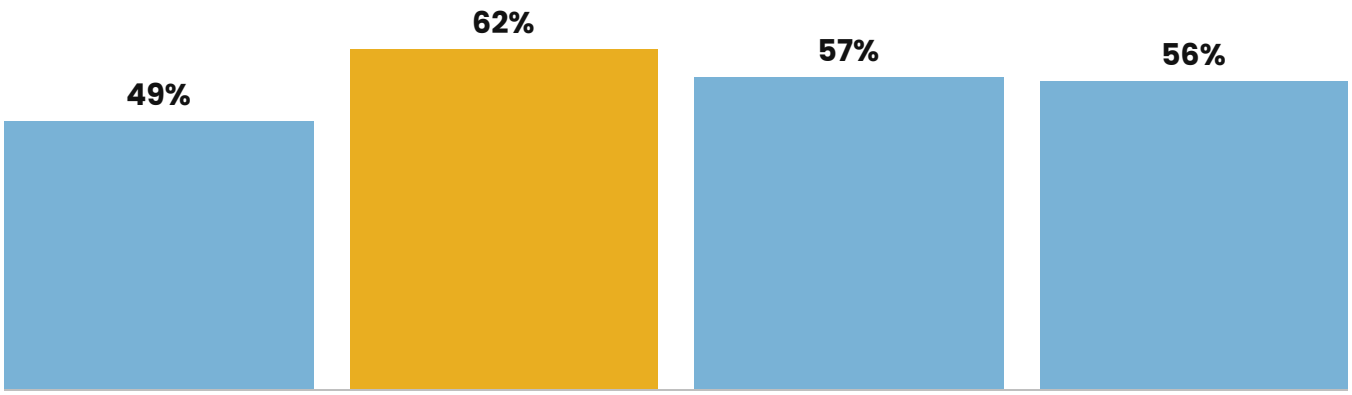
There's a length sweet spot of 600 to 900 words

62% of studies that length report a result, against 49% of shorter ones and 56% of those over 1,200 words. Longer stories don't add proof.

EXHIBIT 6

Longer stories do not carry more proof

Share of studies reporting a measurable result, by word count



Source: 26 Characters analysis of 200 B2B case studies, 2026

857
median word count

62%
of 600–900 word studies report a result

49%
of studies under 600 words do

APPROVED ASSETS LEFT UNUSED

05

FINDING 5 OF 7

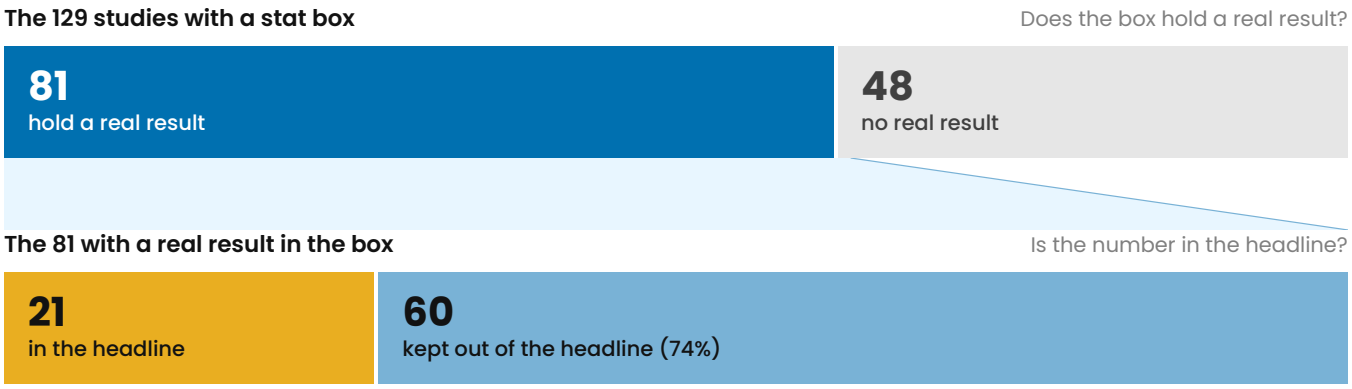
Results sit in a box, not the headline

Of 81 studies with an "at a glance" stat box that holds a real result, 74% still keep the number out of the headline. 129 studies have a stat box and 6 have a chart.

EXHIBIT 7

The number is approved, displayed, and still not in the headline

Number of studies



Source: 26 Characters analysis of 200 B2B case studies, 2026

129
studies have a stat box

74%
of boxed results stay out of the headline

6
studies chart their results

APPROVED ASSETS LEFT UNUSED

06

FINDING 6 OF 7

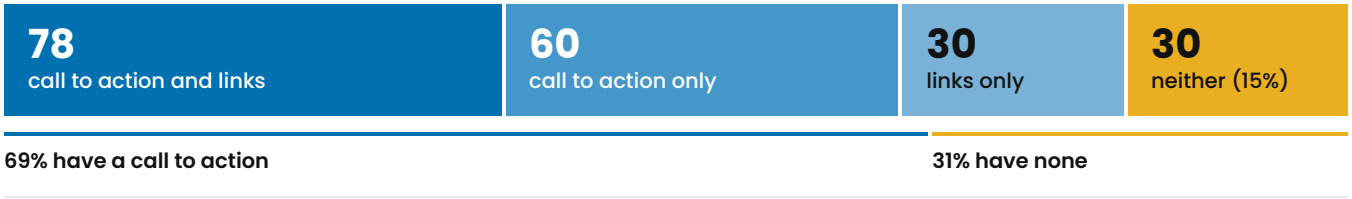
Nearly a third end in a dead end

31% have no call to action, and 15% have neither a call to action nor a link to another story.

EXHIBIT 8

What a reader finds at the end of the story

Number of studies, out of 200



Source: 26 Characters analysis of 200 B2B case studies, 2026

31%
have no call to action

15%
have neither a call to action nor a link

30
studies leave the reader nowhere to go

07

FINDING 7 OF 7

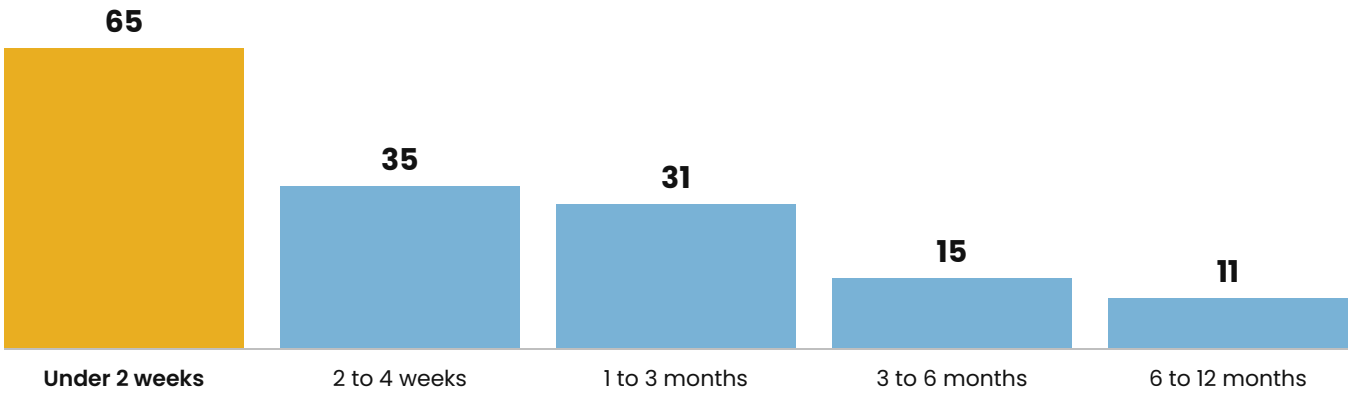
Big companies publish in near real time, or not at all

Companies with an active library publish often: their newest dated story was a median of 20 days old when we read it, and 42% were under two weeks old. At the other end, 81 companies we screened had no findable case-study program at all.

EXHIBIT 9

Most newest stories are only days or weeks old

Age of the newest dated story when it was read, 157 dated studies



Source: 26 Characters analysis of 200 B2B case studies, 2026

20 days
median age of the newest dated story

42%
under two weeks old

81
companies screened had no findable program

RECOMMENDATIONS

What B2B marketers should do

Most of the improvements sit within your team's control, or start with a better conversation with the customer before the project begins.

01 **When you ask a customer to be featured, agree on three things up front:**
what you are allowed to publish, who on their side approves it, and which two or three metrics you will report. Do it during contracting or kickoff, not after go-live. 43% of studies today contain no achieved number.

02 **Write down the customer's starting numbers before the project begins.**
Days to close, hours per task, tickets per week: whatever you plan to improve. Only 31% of studies show a before-and-after value.

03 **Translate efficiency into money, with the customer's sign-off.**
Efficiency claims outnumber revenue claims six to one. Convert hours saved into cost or capacity using the customer's own rates, or ask what they did with the time.

04 **Put your strongest number in the headline, and test naming the problem.**
75% of studies with a result leave it out of the headline, and only 9% of headlines name the problem solved. Neither change needs extra approval.

05 **If you can't name the customer, quote them by job title and industry.**
"VP of Finance, global logistics firm" is often approvable when a name is not. 33 of 34 anonymous studies have no quote at all.

06 **Add a short section on why the customer chose you.**
Ask what tipped the decision and quote the answer. Fewer than half of studies include this, and customers approve it readily because it makes their decision look smart.

07 **Describe one obstacle the two teams solved together.**
Frame it as a problem you worked through, not a list of what went wrong. Only 18% of studies mention any challenge, and frictionless stories read as marketing.

08 **Show a publication date and an "updated" date on every story.**
Never re-stamp an old story with a new date. 43 of 200 studies carry no date at all.

09 **Turn your headline number into a simple before-and-after chart.**
One chart makes the result scannable and reusable in sales decks. Only 3 studies in 100 do this today.

The nine industry deep dives that follow show how these patterns change by sector.

PART TWO

02

Industry deep dives

How case studies differ across nine industries, with one page per industry comparing it with all 200 studies.

How the nine industries compare	15
B2B SaaS	16
Business services	17
Enterprise technology	18
Financial technology	19
HR technology and recruiting	20
IT services and consulting	21
Manufacturing and industrial technology	22
Marketing technology	23
Professional services	24

How the nine industries compare

Case studies look different by industry, mostly because the constraints differ: what customers will approve, how measurable the product's impact is, and how confidential the work is. The scorecard shows how each industry compares, and the page where its deep dive begins. Each category has 20 to 26 studies, so read the differences as directional rather than definitive.

EXHIBIT 10

The industry scorecard

Share of each industry's case studies with each element. Results per study is the average count of achieved, measurable results, shaded on a scale of 0 to 3.

0–19% 20–39% 40–59% 60–79% 80–100% ● Highest of the nine

	Report a result	Results per study	Number in headline	Before and after	Result in currency	Name the customer	Quote the customer	Explain the choice	Give a timeline	Page
B2B SaaS 24	54%	0.8	13%	25%	0%	100% ●	96%	58%	25%	16
Business services 20	70%	1.8 ●	35% ●	40%	35% ●	35%	26%	15%	20%	17
Enterprise technology 24	38%	0.9	4%	29%	0%	100% ●	100% ●	67%	33%	18
Fintech 21	81%	1.8 ●	33%	43% ●	14%	95%	90%	71% ●	14%	19
HR tech and recruiting 20	50%	1.0	10%	25%	5%	100% ●	100% ●	50%	20%	20
IT services 22	64%	1.5	5%	41%	5%	50%	41%	23%	36% ●	21
Manufacturing 26	38%	0.8	8%	19%	4%	88%	81%	62%	19%	22
Martech 23	83% ●	1.8 ●	35% ●	39%	0%	100% ●	96%	39%	9%	23
Professional services 20	40%	0.7	10%	20%	15%	70%	45%	37%	20%	24
All 200 studies	57%	1.2	17%	31%	8%	83%	76%	48%	22%	

Source: 26 Characters analysis of 200 B2B case studies, 2026

MOST PROOF

Marketing technology

83% report an achieved result and 57% report revenue growth. Marketing platforms measure their own impact.

MOST DOLLAR FIGURES

Business services

35% state a result in currency, more than four times the 8% average, while only 35% name the customer.

LEAST PROOF

Enterprise tech and manufacturing

Only 38% report an achieved result, despite naming nearly every customer.

B2B SaaS

SaaS companies name nearly every customer and quote almost all of them, but only about half report an achieved result.

STUDIES
24
analyzed in this category, out of 200

STANDS OUT
79%
show the customer's logo, vs 49% across all 200 studies

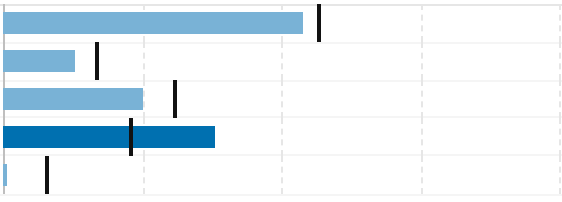
FALLS BEHIND
8%
mention an implementation challenge, vs 18% across all 200 studies

MEDIAN LENGTH
1,005
words, 17% longer than the 857-word median

EXHIBIT 11

B2B SaaS against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	54%	-3 pts	5th of 9
Number in the headline	13%	-4 pts	4th of 9
Before-and-after value	25%	-6 pts	6th of 9
States time to results	38%	+15 pts	2nd of 9
Result in currency	0%	-8 pts	LOWEST
CUSTOMER VOICE			
Names the customer	100%	+17 pts	HIGHEST
Includes a customer quote	96%	+20 pts	3rd of 9
States customer size	46%	-2 pts	3rd of 9
Shows customer logo	79%	+30 pts	HIGHEST
Customer video	29%	+9 pts	2nd of 9
STORY			
Explains why the company was chosen	58%	+10 pts	4th of 9
Implementation timeline	25%	+3 pts	3rd of 9
Mentions implementation challenges	8%	-10 pts	LOWEST
Opens with a results summary	71%	+6 pts	3rd of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Many SaaS stories are customer profiles written soon after adoption, often about collaboration or platform tools whose value is hard to isolate. Miro's H&M Group story, for example, says plainly that impact has not yet been measured. That is an honest choice, not a lapse.

WHAT GOOD LOOKS LIKE

Jellyfish's Loadsmart story pairs a named customer with a clear before-and-after: code-review delays cut from as much as a quarter of delivery time to 1–2%. Kustomer's Orvis story quantifies a support-team restructuring and a demand surge handled without missed service levels.

OPPORTUNITY

SaaS teams already secure the name and the voice. Planning one baseline metric at kickoff, then leading the headline with it, would lift these stories with only one more item to approve.

Business services

Business services firms (outsourcing, staffing and facilities) publish the most dollar figures and the fewest names.

STUDIES
20
analyzed in this category, out of 200

STANDS OUT
35%
state a result in currency, vs 8% across all 200 studies

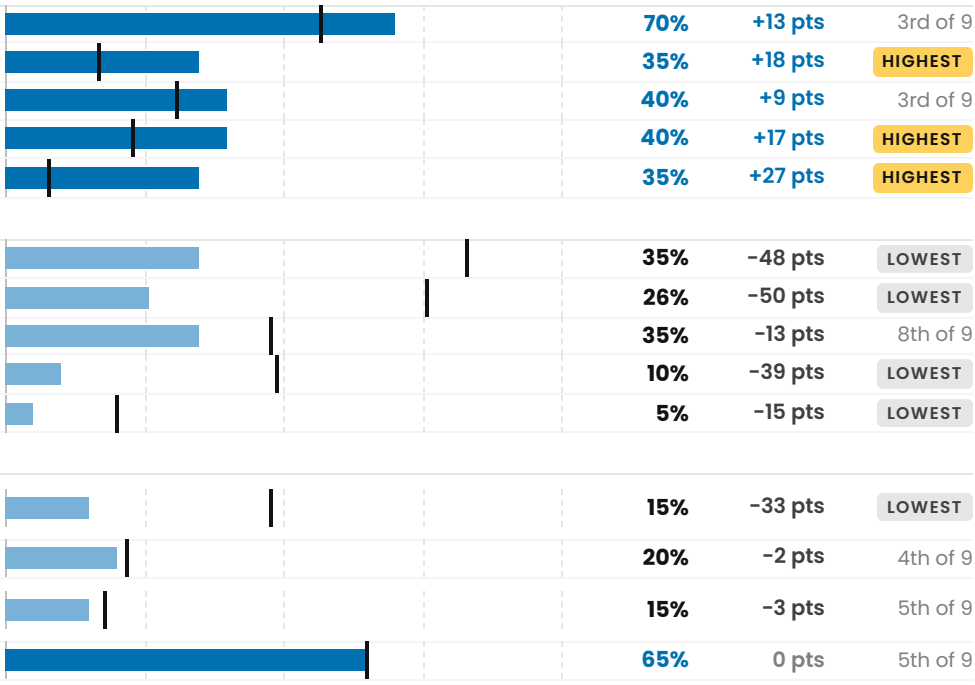
FALLS BEHIND
26%
include a customer quote, vs 76% across all 200 studies

MEDIAN LENGTH
599
words, 30% shorter than the 857-word median

EXHIBIT 12

Business services against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	70%	+13 pts	3rd of 9
Number in the headline	35%	+18 pts	HIGHEST
Before-and-after value	40%	+9 pts	3rd of 9
States time to results	40%	+17 pts	HIGHEST
Result in currency	35%	+27 pts	HIGHEST
CUSTOMER VOICE			
Names the customer	35%	-48 pts	LOWEST
Includes a customer quote	26%	-50 pts	LOWEST
States customer size	35%	-13 pts	8th of 9
Shows customer logo	10%	-39 pts	LOWEST
Customer video	5%	-15 pts	LOWEST
STORY			
Explains why the company was chosen	15%	-33 pts	LOWEST
Implementation timeline	20%	-2 pts	4th of 9
Mentions implementation challenges	15%	-3 pts	5th of 9
Opens with a results summary	65%	0 pts	5th of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

This is the confidentiality trade in its clearest form. Outsourcing and staffing contracts routinely keep the client's identity private, so descriptions such as a "US-based technology enterprise" are the norm rather than a choice.

WHAT GOOD LOOKS LIKE

Within anonymity, ARDEM and ABM give precise before-and-after values. ARDEM's client cut receivables more than 30 days old from $3.7M to $1.8M. Iron Mountain's McLaren Racing story shows what a name adds: quotes, a logo and a recognizable brand.

OPPORTUNITY

Keep the numbers and add a role-attributed quote. A single line from a "VP of Talent Acquisition, global technology company" restores a customer voice the category largely lacks.

Enterprise technology

Enterprise technology companies name and quote every customer, but only 9 of 24 report an achieved result, and none states how long results took.

STUDIES
24
analyzed in this category, out of 200

STANDS OUT
100%
include a customer quote, vs 76% across all 200 studies

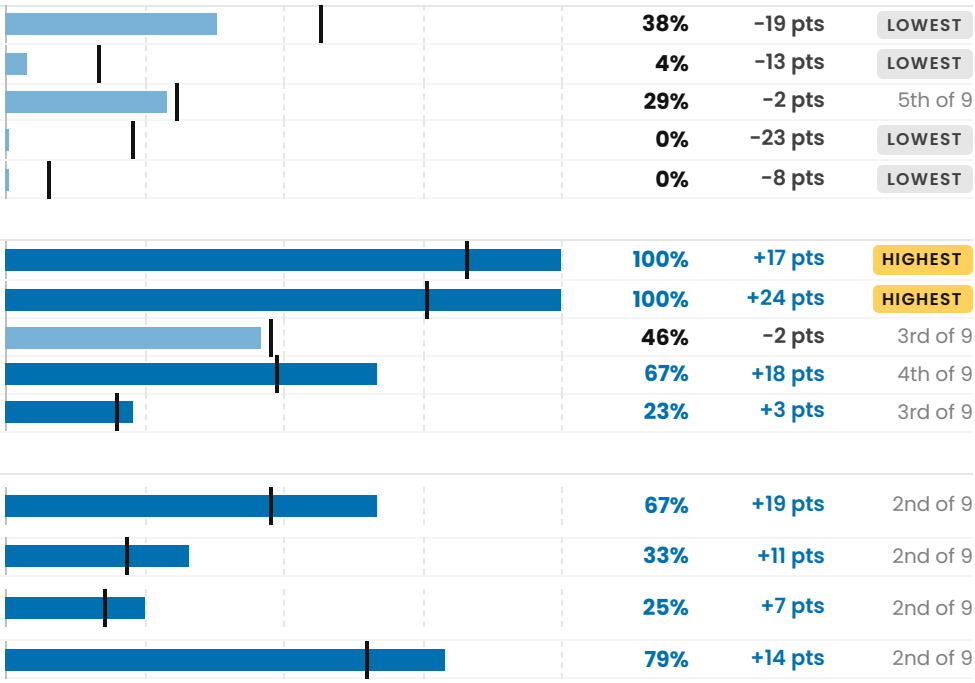
FALLS BEHIND
0%
state how long results took, vs 23% across all 200 studies

MEDIAN LENGTH
1,060
words, 24% longer than the 857-word median

EXHIBIT 13

Enterprise technology against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	38%	-19 pts	LOWEST
Number in the headline	4%	-13 pts	LOWEST
Before-and-after value	29%	-2 pts	5th of 9
States time to results	0%	-23 pts	LOWEST
Result in currency	0%	-8 pts	LOWEST
CUSTOMER VOICE			
Names the customer	100%	+17 pts	HIGHEST
Includes a customer quote	100%	+24 pts	HIGHEST
States customer size	46%	-2 pts	3rd of 9
Shows customer logo	67%	+18 pts	4th of 9
Customer video	23%	+3 pts	3rd of 9
STORY			
Explains why the company was chosen	67%	+19 pts	2nd of 9
Implementation timeline	33%	+11 pts	2nd of 9
Mentions implementation challenges	25%	+7 pts	2nd of 9
Opens with a results summary	79%	+14 pts	2nd of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Infrastructure, security and hardware projects often deliver value that is hard to isolate or that customers consider sensitive. Hitachi Vantara's Alior Bank story, for example, presents its cost reduction and payback period as expected outcomes, so they were not counted.

WHAT GOOD LOOKS LIKE

Microsoft's MSCI story gives a sharp before-and-after: onboarding a data source cut from 8–10 days to 30–40 minutes. Tines quantifies the hours of manual work Omada Health saves each month.

OPPORTUNITY

Where financial results cannot be cleared, operational before-and-after metrics often can. A follow-up six to twelve months after go-live, once projected results are realized, would turn many of these stories into proof.

Financial technology

Fintech produces some of the most complete case studies in the sample, with the highest share of before-and-after values.

STUDIES
21
analyzed in this category, out of 200

STANDS OUT
81%
report a measurable result, vs 57% across all 200 studies

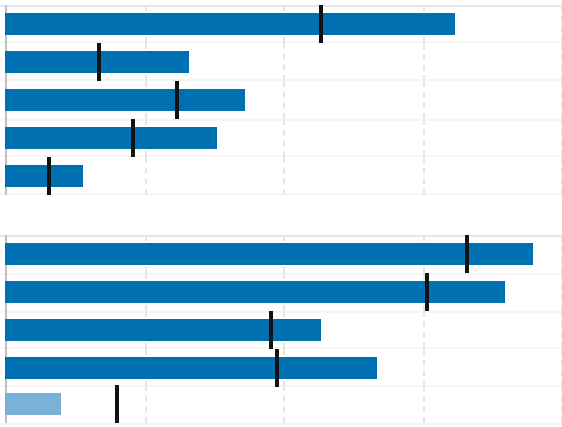
FALLS BEHIND
10%
include a customer video, vs 20% across all 200 studies

MEDIAN LENGTH
862
words, 1% longer than the 857-word median

EXHIBIT 14

Financial technology against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	81%	+24 pts	2nd of 9
Number in the headline	33%	+16 pts	3rd of 9
Before-and-after value	43%	+12 pts	HIGHEST
States time to results	38%	+15 pts	2nd of 9
Result in currency	14%	+6 pts	3rd of 9
CUSTOMER VOICE			
Names the customer	95%	+12 pts	5th of 9
Includes a customer quote	90%	+14 pts	5th of 9
States customer size	57%	+9 pts	2nd of 9
Shows customer logo	67%	+18 pts	4th of 9
Customer video	10%	-10 pts	6th of 9
STORY			
Explains why the company was chosen	71%	+23 pts	HIGHEST
Implementation timeline	14%	-8 pts	8th of 9
Mentions implementation challenges	14%	-4 pts	6th of 9
Opens with a results summary	57%	-8 pts	7th of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Payments, treasury and spend products generate their own data, such as transaction speed, close time and settlement cost, so results are easier to measure and attribute. Even here, only 3 of 21 state a result in currency, which shows how cautious customers remain about financial details.

WHAT GOOD LOOKS LIKE

Tipalti's Hightouch story gives two clean before-and-after metrics: month-end close cut from 25 days to 5, and accounts-payable time cut by 95%. Circle's LuLu Financial story quantifies both lower settlement costs and higher volume.

OPPORTUNITY

Fintech is closest to the full proof package. A third of headlines carry a number, so leading with the strongest approved metric everywhere is the obvious next step.

HR technology and recruiting

HR technology studies are consistent and well documented: every one names and quotes the customer and states its size.

STUDIES
20
analyzed in this category, out of 200

STANDS OUT
100%
state the customer's size, vs 48% across all 200 studies

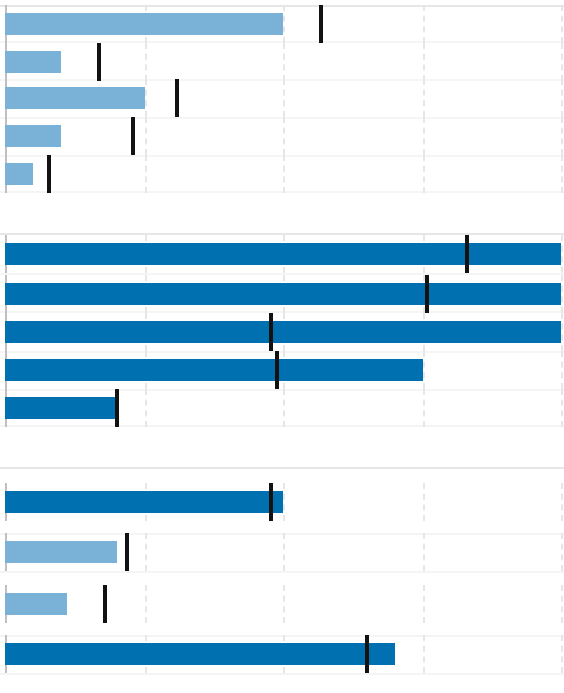
FALLS BEHIND
10%
state how long results took, vs 23% across all 200 studies

MEDIAN LENGTH
853
words, 0% longer than the 857-word median

EXHIBIT 15

HR technology and recruiting against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	50%	-7 pts	6th of 9
Number in the headline	10%	-7 pts	5th of 9
Before-and-after value	25%	-6 pts	6th of 9
States time to results	10%	-13 pts	7th of 9
Result in currency	5%	-3 pts	4th of 9
CUSTOMER VOICE			
Names the customer	100%	+17 pts	HIGHEST
Includes a customer quote	100%	+24 pts	HIGHEST
States customer size	100%	+52 pts	HIGHEST
Shows customer logo	75%	+26 pts	2nd of 9
Customer video	20%	0 pts	5th of 9
STORY			
Explains why the company was chosen	50%	+2 pts	5th of 9
Implementation timeline	20%	-2 pts	4th of 9
Mentions implementation challenges	11%	-7 pts	7th of 9
Opens with a results summary	70%	+5 pts	4th of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

HR outcomes such as time to fill, turnover, engagement and hours saved are measurable and usually less sensitive than revenue. Yet only half report an achieved result that shows a change, and none reports revenue growth, so the business case stays in HR terms.

WHAT GOOD LOOKS LIKE

Greenhouse's Bath Fitter story leads with a before-and-after, retail time to fill cut from 69 to 44 days, and repeats it in the headline and key results. ADP's Carlisle story reports results across hiring, compensation work and turnover.

OPPORTUNITY

Translating HR metrics into business terms, such as the cost of an open role or of turnover, would let these stories speak to finance as well as HR. Only 2 of 20 say how long results took, another easy addition.

IT services and consulting

IT services firms tell the most detailed implementation stories in the sample, often without naming the client.

STUDIES
22
analyzed in this category, out of 200

STANDS OUT
36%
give an implementation timeline, vs 22% across all 200 studies

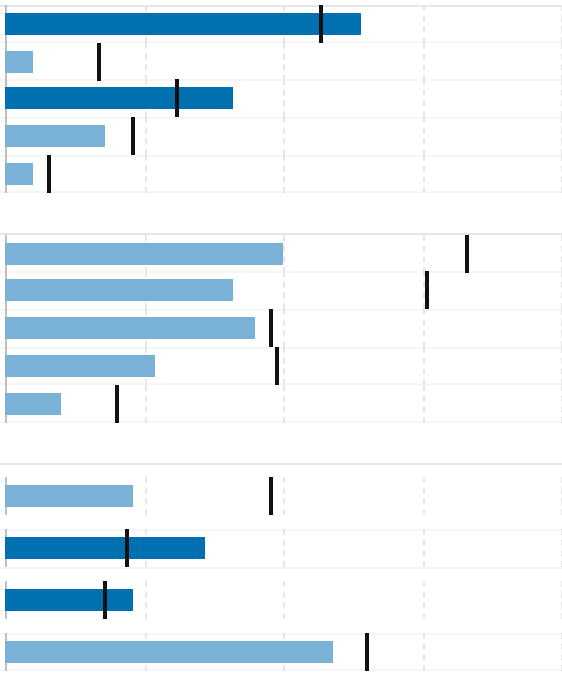
FALLS BEHIND
41%
include a customer quote, vs 76% across all 200 studies

MEDIAN LENGTH
781
words, 9% shorter than the 857-word median

EXHIBIT 16

IT services and consulting against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	64%	+7 pts	4th of 9
Number in the headline	5%	-12 pts	8th of 9
Before-and-after value	41%	+10 pts	2nd of 9
States time to results	18%	-5 pts	5th of 9
Result in currency	5%	-3 pts	4th of 9
CUSTOMER VOICE			
Names the customer	50%	-33 pts	8th of 9
Includes a customer quote	41%	-35 pts	8th of 9
States customer size	45%	-3 pts	5th of 9
Shows customer logo	27%	-22 pts	6th of 9
Customer video	10%	-10 pts	6th of 9
STORY			
Explains why the company was chosen	23%	-25 pts	8th of 9
Implementation timeline	36%	+14 pts	HIGHEST
Mentions implementation challenges	23%	+5 pts	3rd of 9
Opens with a results summary	59%	-6 pts	6th of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Like other services firms, IT providers often work under client confidentiality, and half of the customers here (11 of 22) are anonymous. Delivery detail, which the firm owns, is easier to publish than the client's identity or voice.

WHAT GOOD LOOKS LIKE

Cognizant's anonymized story still quantifies two before-and-after results: incident resolution cut from about eight hours to two, and a test cycle from 2.5 hours to a few minutes. Accenture's Telstra story names the customer and reports three outcomes.

OPPORTUNITY

The category already shows the delivery detail buyers want. Adding a customer voice, named or role-attributed, and moving the strongest metric into the headline would make these stories more persuasive.

Manufacturing and industrial technology

Manufacturing case studies are the most visual in the sample and among the least quantified.

STUDIES
26
analyzed in this category, out of 200

STANDS OUT
50%
include a customer video, vs 20% across all 200 studies

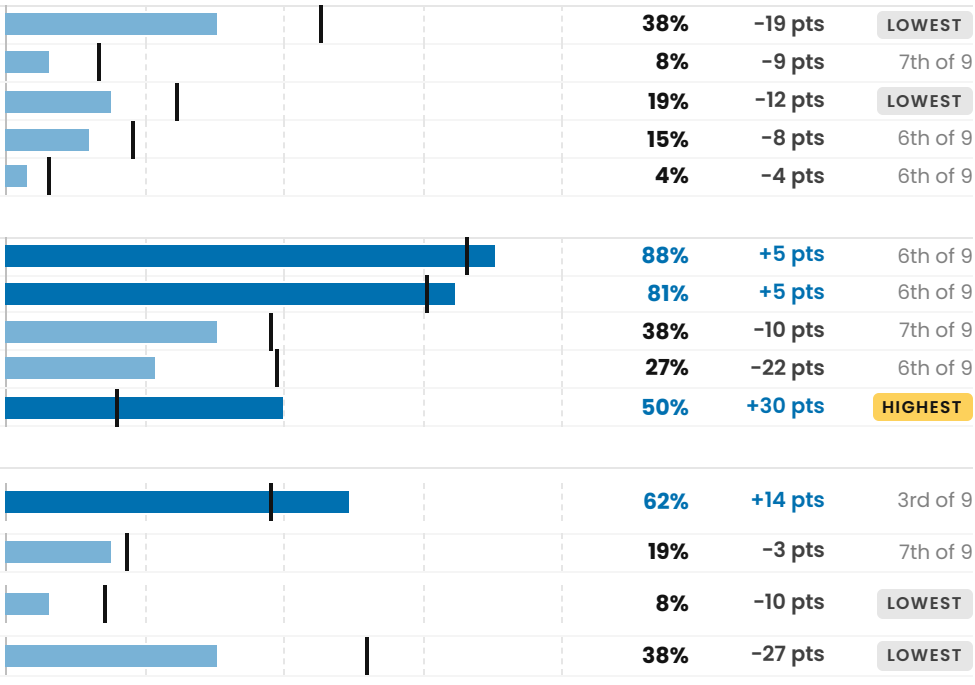
FALLS BEHIND
38%
open with a results summary, vs 65% across all 200 studies

MEDIAN LENGTH
771
words, 10% shorter than the 857-word median

EXHIBIT 17

Manufacturing and industrial technology against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	38%	-19 pts	LOWEST
Number in the headline	8%	-9 pts	7th of 9
Before-and-after value	19%	-12 pts	LOWEST
States time to results	15%	-8 pts	6th of 9
Result in currency	4%	-4 pts	6th of 9
CUSTOMER VOICE			
Names the customer	88%	+5 pts	6th of 9
Includes a customer quote	81%	+5 pts	6th of 9
States customer size	38%	-10 pts	7th of 9
Shows customer logo	27%	-22 pts	6th of 9
Customer video	50%	+30 pts	HIGHEST
STORY			
Explains why the company was chosen	62%	+14 pts	3rd of 9
Implementation timeline	19%	-3 pts	7th of 9
Mentions implementation challenges	8%	-10 pts	LOWEST
Opens with a results summary	38%	-27 pts	LOWEST

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Many manufacturers treat throughput, yield and cost data as competitively sensitive, and several stories here describe pilots or recent installations. Some also come through system integrators, which adds another party to the approval chain.

WHAT GOOD LOOKS LIKE

Siemens' Vetnil story reports weekly scheduling effort cut from over four hours to 40 minutes. Schneider Electric's Swansea University story quantifies energy reductions and operating savings.

OPPORTUNITY

When output figures are off-limits, indirect metrics such as changeover time, scheduling effort, downtime or energy use are often approvable. Pairing manufacturing's strong visuals with one such number would close most of the gap.

Marketing technology

Martech companies publish the most results-forward case studies in the sample.

STUDIES
23
analyzed in this category, out of 200

STANDS OUT
83%
report a measurable result, vs 57% across all 200 studies

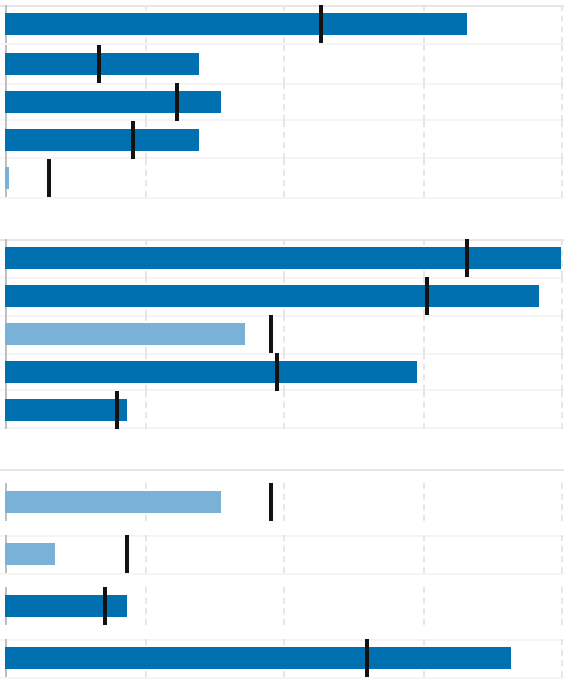
FALLS BEHIND
9%
give an implementation timeline, vs 22% across all 200 studies

MEDIAN LENGTH
926
words, 8% longer than the 857-word median

EXHIBIT 18

Marketing technology against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	83%	+26 pts	HIGHEST
Number in the headline	35%	+18 pts	HIGHEST
Before-and-after value	39%	+8 pts	4th of 9
States time to results	35%	+12 pts	4th of 9
Result in currency	0%	-8 pts	LOWEST
CUSTOMER VOICE			
Names the customer	100%	+17 pts	HIGHEST
Includes a customer quote	96%	+20 pts	3rd of 9
States customer size	43%	-5 pts	6th of 9
Shows customer logo	74%	+25 pts	3rd of 9
Customer video	22%	+2 pts	4th of 9
STORY			
Explains why the company was chosen	39%	-9 pts	6th of 9
Implementation timeline	9%	-13 pts	LOWEST
Mentions implementation challenges	22%	+4 pts	4th of 9
Opens with a results summary	91%	+26 pts	HIGHEST

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Marketing platforms measure their own impact in opens, clicks, conversions and attributed revenue, and marketing leaders are often comfortable sharing campaign metrics. That makes martech the closest thing in the sample to a benchmark with few approval limits.

WHAT GOOD LOOKS LIKE

Quartile's AnewVita story reports six sales and advertising metrics. Brevo's Chullanka story gives a before-and-after, with click-to-open rate rising from 4.9% to 10.8%.

OPPORTUNITY

Martech studies rarely explain the decision (9 of 23) or the rollout timeline (2 of 23), and only 1 offers a PDF. The proof is strong; the story of why and how is thin.

Professional services

Professional services firms publish the most restrained case studies, and the most candid about implementation challenges.

STUDIES
20
analyzed in this category, out of 200

STANDS OUT
40%
mention an implementation challenge, vs 18% across all 200 studies

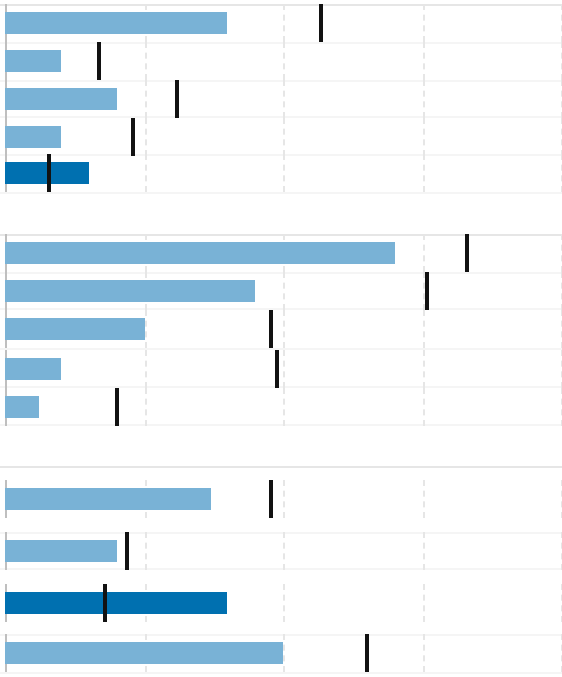
FALLS BEHIND
10%
show the customer's logo, vs 49% across all 200 studies

MEDIAN LENGTH
791
words, 8% shorter than the 857-word median

EXHIBIT 19

Professional services against all 200 studies

Share of studies with each element. Dark bar: above the sample; light bar: below. Black marker: all 200 studies.



	% OF STUDIES	VS ALL 200	RANK OF 9
PROOF			
Reports a measurable result	**40%**	**-17 pts**	7th of 9
Number in the headline	**10%**	**-7 pts**	5th of 9
Before-and-after value	**20%**	**-11 pts**	8th of 9
States time to results	**10%**	**-13 pts**	7th of 9
Result in currency	**15%**	**+7 pts**	2nd of 9
CUSTOMER VOICE			
Names the customer	**70%**	**-13 pts**	7th of 9
Includes a customer quote	**45%**	**-31 pts**	7th of 9
States customer size	**25%**	**-23 pts**	LOWEST
Shows customer logo	**10%**	**-39 pts**	LOWEST
Customer video	**6%**	**-14 pts**	8th of 9
STORY			
Explains why the company was chosen	**37%**	**-11 pts**	7th of 9
Implementation timeline	**20%**	**-2 pts**	4th of 9
Mentions implementation challenges	**40%**	**+22 pts**	HIGHEST
Opens with a results summary	**50%**	**-15 pts**	8th of 9

Percentages exclude studies where a variable could not be judged. Source: 26 Characters analysis of 200 B2B case studies, 2026

CONTEXT

Advisory work is confidential by default, and outcomes depend on many factors beyond the adviser's contribution, so firms are careful about claiming credit. Several studies described results as identified or estimated rather than achieved, and we did not count those.

WHAT GOOD LOOKS LIKE

Wipfli's Thompson Child and Family Focus story names the client, quotes its leaders and reports growth in revenue and families served. EY's Mars story quantifies the new-employee experience through survey results.

OPPORTUNITY

Professional services firms can lean on what they own, which is the method. Describing the approach clearly, then adding one client-approved metric or a role-attributed quote, would bring these stories closer to the rest of the sample.

PART THREE

03

Variable guide

What each of the 42 variables looked like across the 200 case studies, with the spread by industry.

Format and length · 1–5 26

Format and headlines · 6–10 27

Structure and results · 11–15 28

Types of result · 16–20 29

Results and the customer · 21–25 30

The customer's voice · 26–30 31

The story · 31–35 32

The story and the page · 36–40 33

Placement · 41–42 34

Format and length

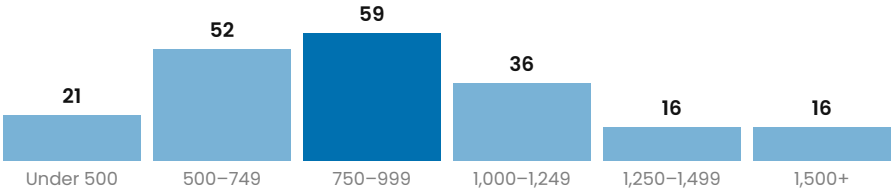
What each of the 42 variables looked like across the 200 case studies, for readers who want the detail behind the findings.

FORMAT AND LENGTH

01

Word count

How many words are in the body of the case study, from the headline through the last story section?

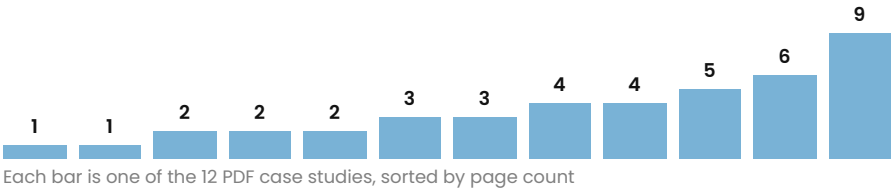


857 median words **258** shortest **3,082** longest

02

PDF pages

For studies published as a PDF, how many pages long is it?



12 PDF studies **3** median pages **1–9** page range

03

Format

Is the full case study a web page or a PDF?



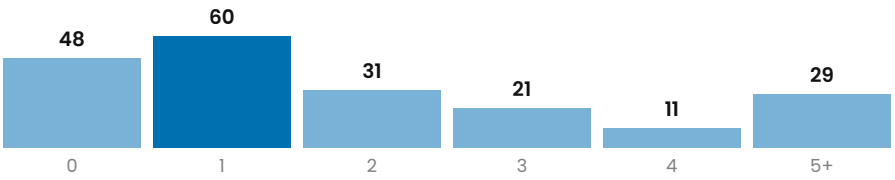
94% live as web pages **41** also offer a free PDF download

4 gate the PDF behind a form

04

Images

How many content images does it include, such as customer logos, photos, screenshots or charts?



2.1 average per study **1** median **12** most in one study

05

Quantitative charts

Does it include any graphic that presents numbers?



3% chart their results **6 of 200** studies with any chart

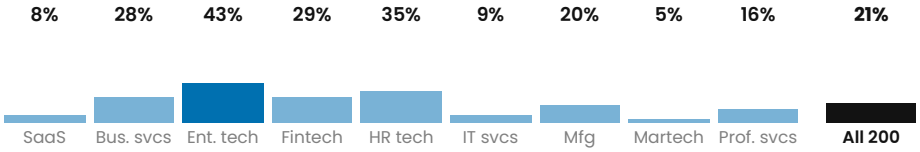
FORMAT AND HEADLINES

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

06

PDF download

Can the reader download a PDF, and is it behind a form?

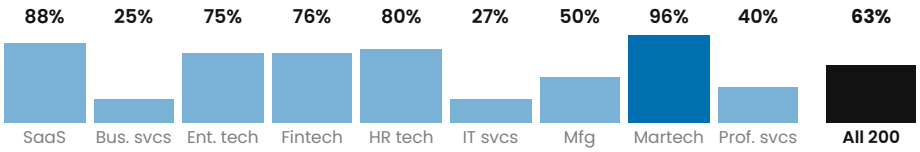


21% offer a free PDF **41** yes **153** no **4** gated **2** unclear

07

Headline names customer

Does the headline name the customer?

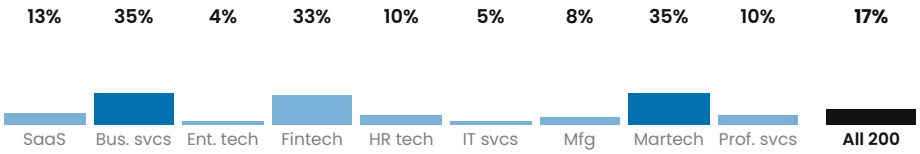


63% of studies **125** yes **75** no

08

Headline has numeric result

Does the headline contain a number describing a result?

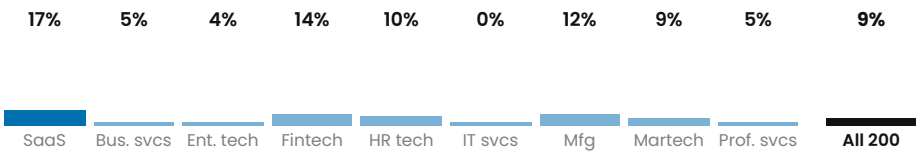


17% of studies **33** yes **167** no

09

Headline names business problem

Does the headline name the pain or problem the customer had?

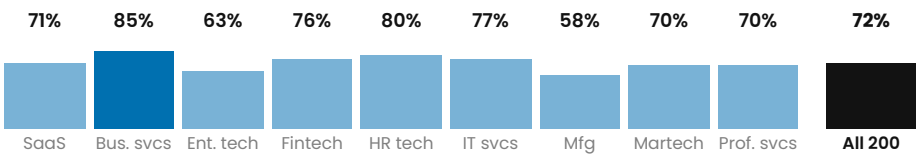


9% of studies **17** yes **182** no **1** unclear

10

Results section

Is there a section heading for results, impact or outcomes?



72% of studies **143** yes **57** no

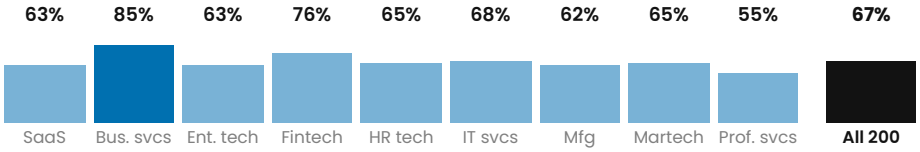
STRUCTURE AND RESULTS

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

11

Challenge section

Is there a section heading for the challenge or problem?

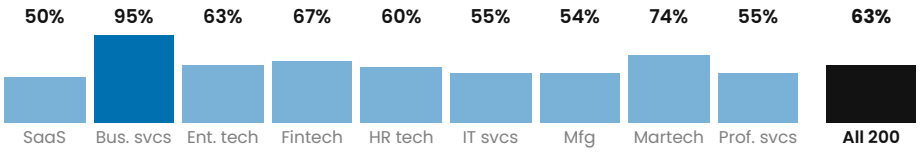


67% of studies **133** yes **67** no

12

Solution section

Is there a section heading for the solution or approach?

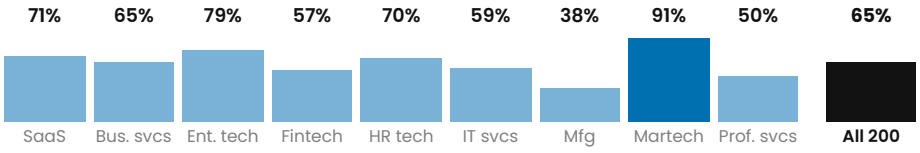


63% of studies **126** yes **74** no

13

Executive summary

Is there a summary block near the top, such as an "at a glance" box or stat strip?

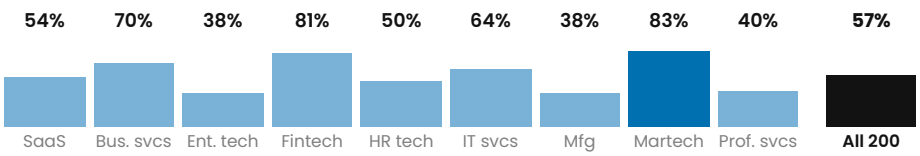


65% of studies **129** yes **71** no

14

Measurable outcome

Does it report at least one achieved, quantified result that shows a change?



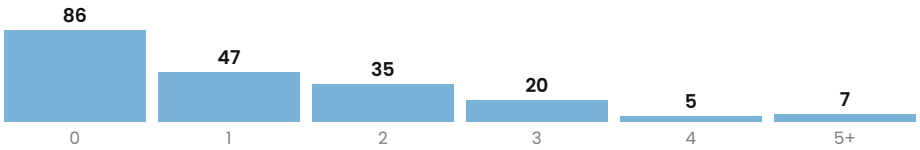
57% of studies **114** yes **86** no

15

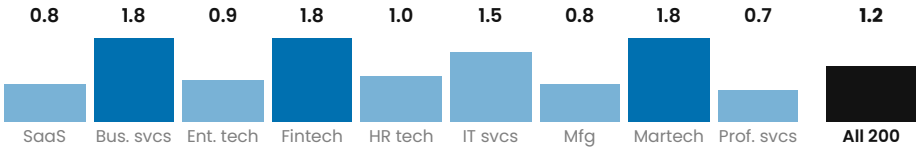
Numeric outcomes (count)

How many distinct achieved, quantified results does it report?

STUDIES BY COUNT



AVERAGE BY INDUSTRY



1.2 average **1** median **9** most in one study

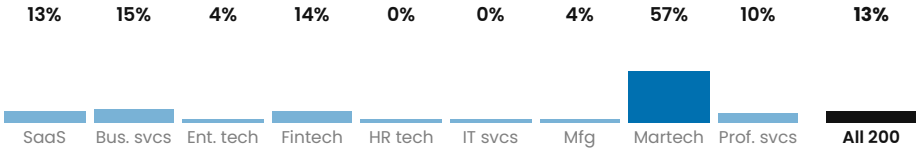
TYPES OF RESULT

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

16

Revenue growth

Does it report an achieved result on revenue, sales, bookings or pipeline?

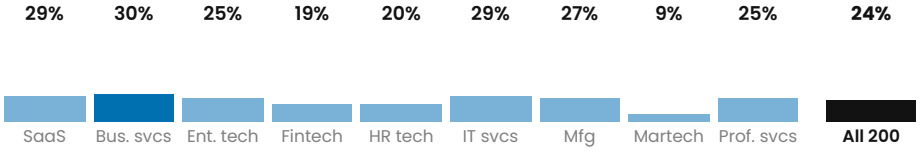


13% of studies **26** yes **173** no **1** unclear

17

Cost savings

Does it report an achieved cost reduction?

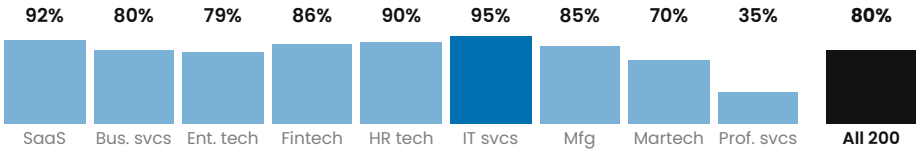


24% of studies **47** yes **152** no **1** unclear

18

Productivity or efficiency

Does it report an achieved productivity, efficiency or automation gain?

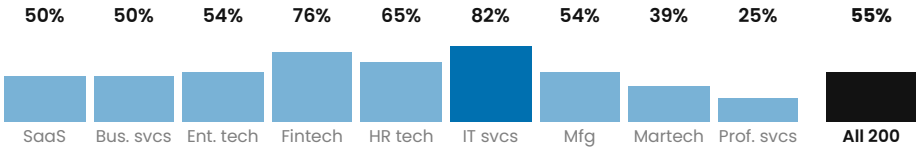


80% of studies **159** yes **41** no

19

Time savings

Does it report hours or days saved, or faster cycle times?

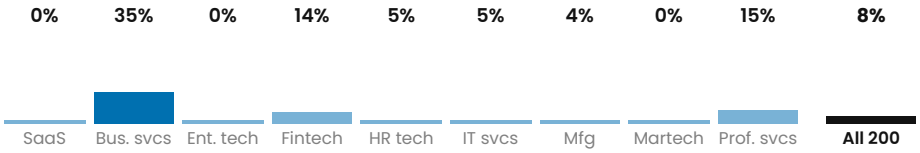


55% of studies **110** yes **90** no

20

Currency result

Is any achieved result expressed in currency?



8% of studies **16** yes **184** no

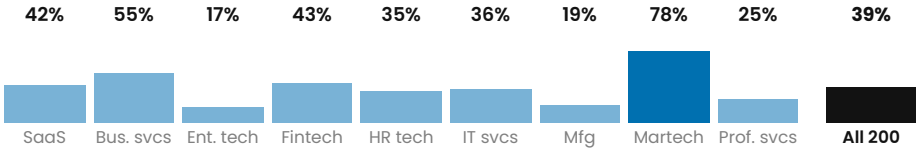
RESULTS AND THE CUSTOMER

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

21

Percentage improvement

Is any achieved result expressed as a percentage?

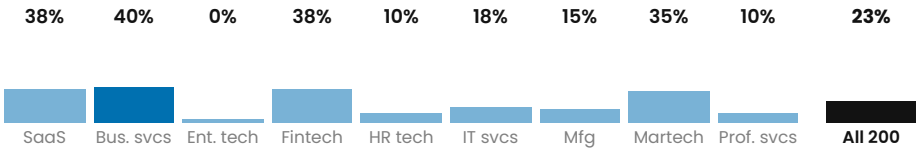


39% of studies **77** yes **123** no

22

Time to results

Does it say how long the results took, such as "within 90 days"?

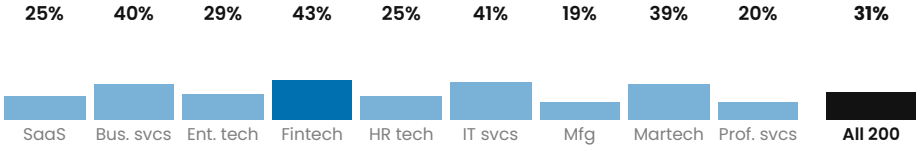


23% of studies **45** yes **155** no

23

Before and after

Does it give a starting value and a result for the same metric, such as "from 14 days to one"?

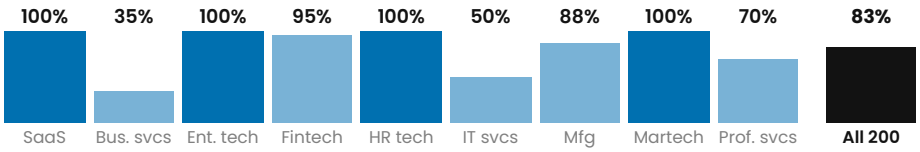


31% of studies **62** yes **138** no

24

Customer named

Is the customer organization named?

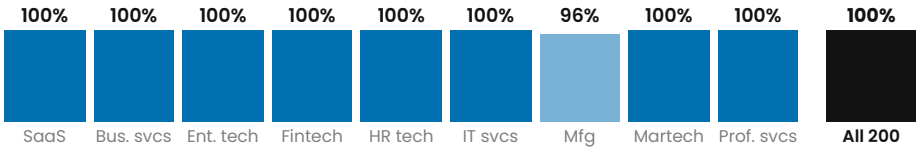


83% of studies **166** yes **34** no

25

Customer industry

Is the customer's industry identified?



100% of studies **199** yes **1** no

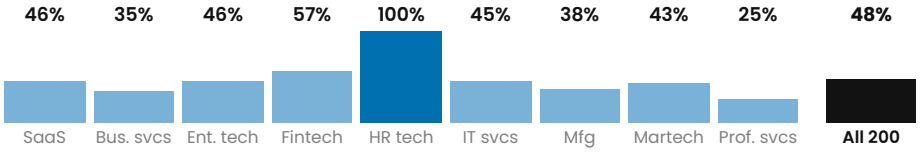
THE CUSTOMER'S VOICE

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

26

Customer size

Does it give the customer's size, such as employees, revenue or locations?

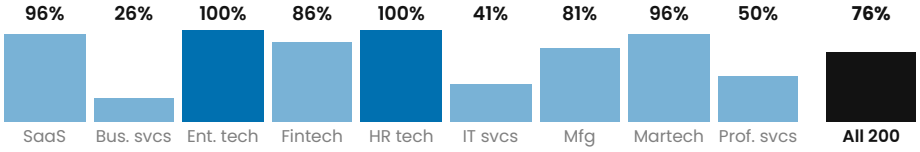


48% of studies **96** yes **104** no

27

Representative named

Is at least one person from the customer's side named?

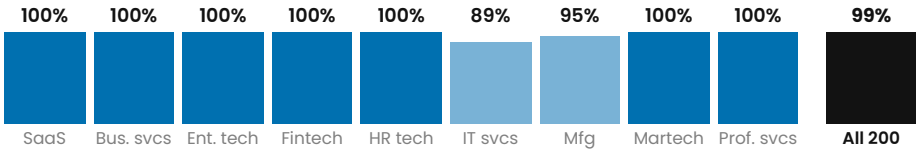


76% of studies **152** yes **47** no **1** unclear

28

Representative title

When someone from the customer is named, is their job title given? Shown for the 152 studies that name someone.



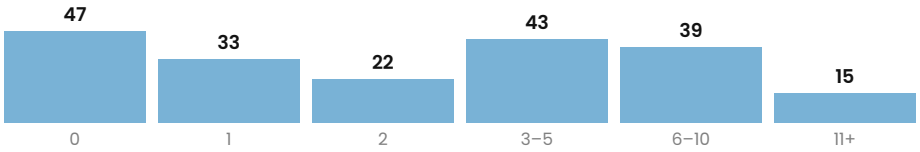
99% of studies **150** yes **2** no **47** no name given **1** unclear

29

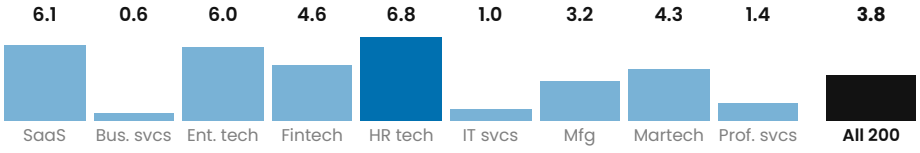
Customer quotes (count)

How many distinct quotes from customer-side people does it include?

STUDIES BY COUNT



AVERAGE BY INDUSTRY

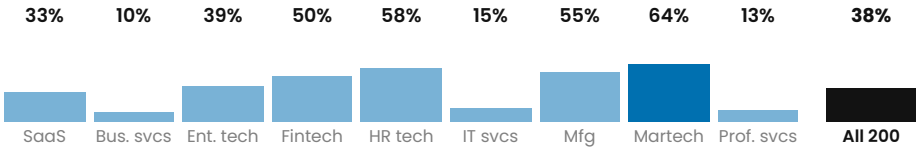


3.8 average **2** median **23** most in one study

30

Customer photo

Is there a photo of the customer's people or site, not a stock image?



38% of studies **68** yes **110** no **22** unclear

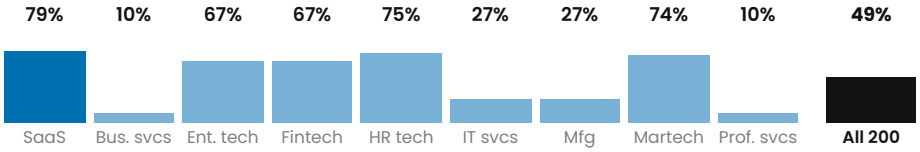
THE STORY

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

31

Customer logo

Does the customer's logo appear?

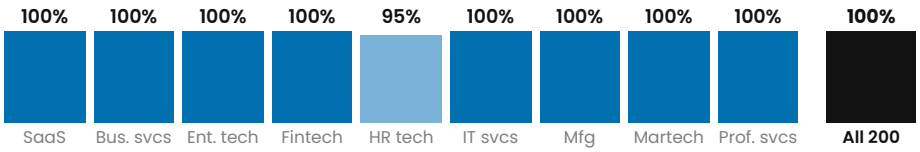


49% of studies **98** yes **102** no

32

Original problem

Does it describe the customer's original business problem?

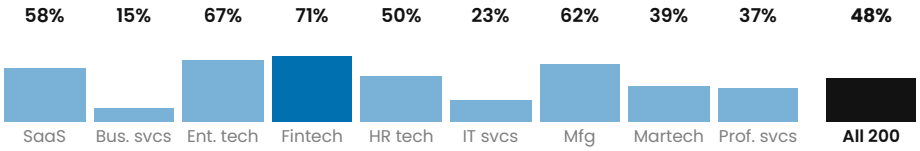


100% of studies **199** yes **1** no

33

Why company chosen

Does it explain why the customer chose the company?

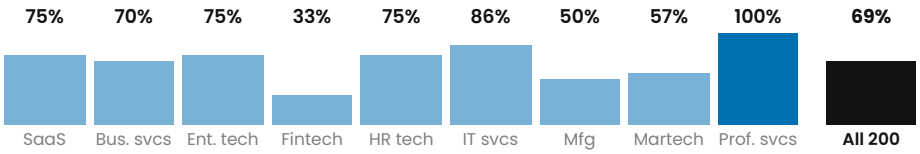


48% of studies **95** yes **104** no **1** unclear

34

Implementation process

Does it describe the rollout in more than one sentence?

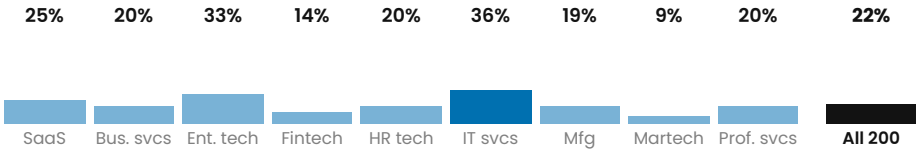


69% of studies **137** yes **63** no

35

Implementation timeline

Does it give a duration or dates for the implementation?



22% of studies **44** yes **156** no

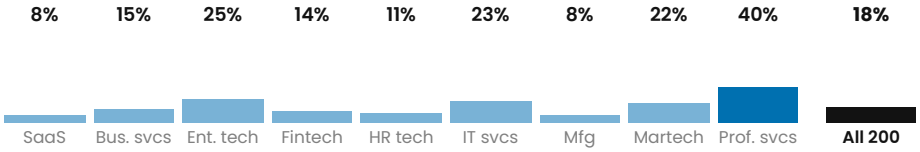
THE STORY AND THE PAGE

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

36

Implementation challenges

Does it mention any obstacles during the rollout?

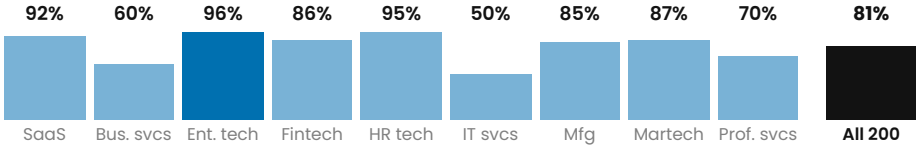


18% of studies **36** yes **163** no **1** unclear

37

Products named

Does it name specific products or services?

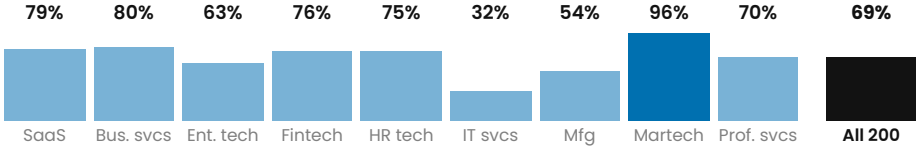


81% of studies **161** yes **39** no

38

Call to action

Is there a demo, contact, trial or download prompt in or right after the story?

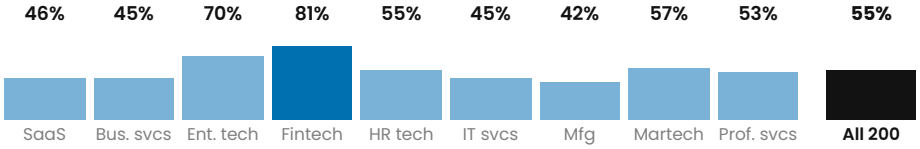


69% of studies **138** yes **62** no

39

Links to more case studies

Does it link to other case studies?

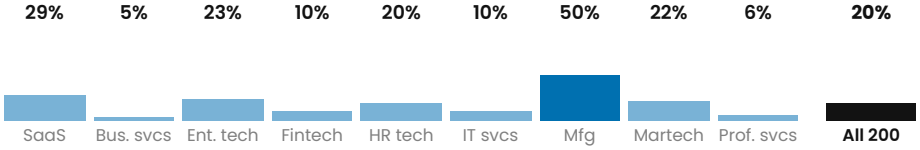


55% of studies **108** yes **90** no **2** unclear

40

Video testimonial

Is there a video featuring the customer?



20% of studies **39** yes **153** no **8** unclear

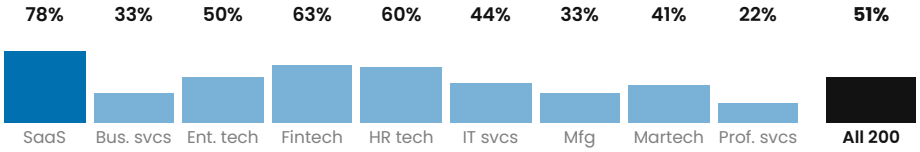
PLACEMENT

Bars show the share of each industry's studies with the element. Highest industry Other industries All 200 studies

41

Quote in first 25%

Does a customer quote appear in the first quarter of the story? Shown for the 152 studies with a quote.

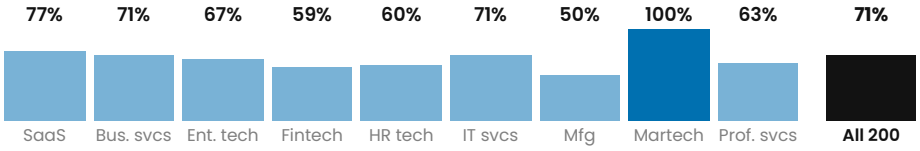


51% of studies **78** yes **75** no **47** no quote

42

Numbers in first 25%

Does an achieved number appear in the first quarter, including the headline and summary? Shown for the 114 studies with a result.



71% of studies **81** yes **33** no **86** no result

APPENDIX

Methodology

We analyzed 200 customer case studies from 200 different B2B companies, each the company's most recent accessible case study. The study is descriptive: it reports how recent B2B case studies are built and what proof they contain.

Overview

Item	Value
Case studies analyzed	200 (one per company)
Industry categories	9, with 20 to 26 each
Variables coded per study	42
Verified publication date in window	157
Undated, admitted under exception	43
Format	188 HTML, 12 PDF

Sampling and company selection

Companies were drawn in list order from neutral third-party sources, so no company was picked for the quality of its case studies.

1. **Strata.** 29 coders each covered one industry category and one alphabetical range of company names.
2. **Discovery.** Coders took companies in the order they appeared on public lists such as Built In, Insider Monkey and similar rankings, and analyst and G2 category pages. Each company was claimed in a shared log first.
3. **B2B screen.** Companies selling primarily to consumers were rejected.
4. **Credibility screen.** A company had to have operated for at least three years and be public or a division of one, have about 200+ employees, have $50M+ in disclosed funding or be acquired, or be named in a major analyst report or top-ranked on G2.
5. **Most recent case study.** Coders checked dates across each company's listing rather than trusting listing order.
6. **Eligibility.** Full content had to be accessible without a form, and the story had to be a substantial single-customer narrative of at least about 250 words.

Publication dates and recency

157 studies have a verified publication date inside the 12-month window; 43 are undated studies admitted under an exception.

Accepted date evidence (any one, recorded per study)

- a visible on-page publication date;
- datePublished, article:published_time or firstpublishdate metadata;
- the date shown for that story on the company's own listing or related-story card;
- a story-specific CMS publish field, provided the value is not shared by five or more stories;
- a dated company announcement of the story;
- the creation date of the story's PDF.

Not accepted: dateModified, updatedAt or createdAt alone, copyright years, sitemap dates, or a date shared across many stories.

Undated exception

An undated study was admitted only when the company passed the credibility screen, the story was demonstrably its newest, and the Internet Archive held no copy of it from before the window. Companies whose newest story could not be identified were excluded.

Republish check. Every included URL was checked against the Internet Archive's earliest capture, because some companies re-date old stories.

Earliest archive capture of the 200 URLs	Studies
Never archived	149
First archived inside the window	46
Blocked from the archive	5

Measurement rules

- **Reading.** Each study was opened in a browser and read in full. Each variable is coded Yes, No, a number, or Unclear, Not applicable or Not disclosed; missing information is never coded as zero.
- **Body text.** The headline through the last story section, including subheads, fact boxes, stat strips, pull quotes and "About the customer". It excludes navigation, related stories, forms, footers and boilerplate.
- **PDF studies.** The 12 PDF studies, used where the web page was only a summary, were measured from the PDF text.
- **Customer-side people** are employees of the customer organization only; quotes from partners, integrators and agencies are excluded.
- **Achieved results only.** Expected, projected, estimated, "up to", potential or "identified" figures were excluded, as were capability claims. Where a summary box and the body disagreed, the body governed.
- **Results must show a change (rule H4b).** A counted outcome shows a before-and-after, a percentage or multiple change, a reduction or increase, time or cost saved, or a comparison with a prior state. Levels with no prior value, survey results, comparisons against a target and volume counts are not outcomes.
- **Section headings** count only when the heading uses keyword language. Percent denominators are the studies coded Yes or No on that variable.

Limitations

This is a descriptive convenience sample of established B2B companies, not a statistically representative survey of all B2B case studies.

- **Selection bias.** The lists and the credibility screen favor larger, US and European, public or well-funded companies.
- **Recency.** 43 studies are undated. Their recency is inferred, not proven. Five URLs could not be checked against the Internet Archive.
- **Subgroup size.** Categories hold 20 to 26 studies, so industry differences are directional.
- **Unclear codes.** Cookie walls and unplayed videos left some photo and video codes Unclear. These are excluded from denominators.
- **One study per company.** Each company's newest story may not be typical of its library.
- **Approvals are inferred, not observed.** The split between customer-shaped and marketer-controlled gaps reflects common practice in how case studies get approved, not confirmed approval decisions.

The 42 variables

1	**Word count**	Words in the body snapshot.
2	**PDF pages**	Page count when the artifact is a PDF.
3	**Format**	HTML or PDF.
4	**Images**	Customer logos and photos, screenshots, charts, illustrations.
5	**Quantitative charts**	Graphics presenting numbers; text-only stat callouts = 0.
6	**PDF download**	Ungated PDF linked, or Gated if behind a form.
7	**Headline names customer**	Customer name appears in the headline.
8	**Headline has numeric result**	Headline contains a number describing a result.
9	**Headline names business problem**	Headline explicitly names a pain or problem.
10	**Results section**	Heading with result, impact, outcome, benefit or takeaway language.
11	**Challenge section**	Heading with challenge, problem, situation, background or need language.
12	**Solution section**	Heading with solution, approach, implementation, strategy or how language.
13	**Executive summary**	Summary block near the top: at a glance, key results, stat strip or sidebar.
14	**Measurable outcome**	At least one achieved, quantified result that shows a change (H4b).
15	**Numeric outcomes (count)**	Distinct achieved quantified outcomes; a restated metric counts once.
16	**Revenue growth**	Achieved result on revenue, sales, bookings or pipeline.
17	**Cost savings**	Cost reduction stated as achieved.
18	**Productivity or efficiency**	Productivity, efficiency, throughput or automation gain.
19	**Time savings**	Hours or days saved, or faster cycle times.
20	**Currency result**	Achieved result expressed in currency.
21	**Percentage improvement**	Achieved result expressed as a percentage.
22	**Time to results**	States the period in which results were achieved.
23	**Before and after**	Baseline and post value for at least one metric.
24	**Customer named**	Customer organization named (anonymized = No).
25	**Customer industry**	Customer's industry identified.
26	**Customer size**	Quantified size: employees, revenue, locations, customers served.
27	**Representative named**	At least one customer-side person named.
28	**Representative title**	Job title given for a named customer-side person.
29	**Customer quotes (count)**	Distinct quoted passages from customer-side people.
30	**Customer photo**	Photo identifiable as customer people or site; stock = No.
31	**Customer logo**	Customer logo in the content.
32	**Original problem**	Pre-existing business problem described.
33	**Why company chosen**	Selection reasons or evaluation explained.
34	**Implementation process**	Rollout described beyond one sentence.
35	**Implementation timeline**	Duration or dates for implementation.
36	**Implementation challenges**	Obstacles during rollout mentioned.
37	**Products named**	Specific products or services named.
38	**Call to action**	Demo, contact, trial or download prompt in or right after the content.
39	**Links to more case studies**	Links to other case studies.
40	**Video testimonial**	Embedded or linked video featuring the customer.
41	**Quote in first 25%**	A customer quote begins in the first quarter of body words.
42	**Numbers in first 25%**	An achieved number appears in the first quarter, headline and summary included.

APPENDIX

The 200 companies analyzed

One case study per company, listed alphabetically with its industry category.

A
- **ABM Industries** — Business services
- **Accenture** — IT services
- **ActiveCampaign** — Martech
- **Adobe** — SaaS
- **ADP** — HR tech
- **Adyen** — Fintech
- **Airwallex** — Fintech
- **Alight Solutions** — Business services
- **Allegis Global Solutions** — Business services
- **Alorica** — Business services
- **Aras** — Manufacturing
- **ARDEM Incorporated** — Business services
- **Atos** — IT services
- **Autodesk** — SaaS
- **AVEVA** — Manufacturing
- **AvidXchange** — Fintech

B
- **Bain & Company** — Professional services
- **BambooHR** — HR tech
- **Baseten** — Enterprise tech
- **BDO USA** — Professional services
- **Birlasoft** — IT services
- **Black & Veatch** — Professional services
- **Booz Allen Hamilton** — IT services
- **Braze** — Martech
- **Brevo** — Martech
- **Brex** — Fintech
- **Broadcom (VMware by Broadcom)** — Enterprise tech
- **Bullhorn** — HR tech

C
- **CallRail** — Martech
- **Capgemini** — Professional services
- **Capita** — Business services
- **Caterpillar** — Manufacturing
- **CGI** — IT services
- **Circle** — Fintech
- **Cisco** — Enterprise tech
- **ClickHouse** — Enterprise tech
- **Coforge** — IT services
- **Cognite** — Manufacturing
- **Cognizant** — IT services
- **Conductor** — Martech
- **Cornerstone OnDemand** — HR tech
- **CrowdStrike** — Enterprise tech
- **Cushman & Wakefield** — Professional services
- **Customer.io** — Martech

D
- **Darwinbox** — HR tech
- **Dassault Systèmes** — Manufacturing
- **Datadog** — SaaS
- **Deel** — HR tech
- **Definitive Healthcare** — SaaS
- **Dell Technologies** — Enterprise tech
- **Deloitte** — Professional services
- **Demandbase** — Martech
- **Descartes Systems Group** — SaaS
- **Docusign** — SaaS
- **Doosan Robotics** — Manufacturing
- **Dotdigital** — Martech
- **Dropbox** — SaaS
- **DXC Technology** — IT services

E
- **Esker** — Fintech
- **EY (Ernst & Young)** — Professional services

F
- **FANUC** — Manufacturing
- **FareHarbor** — SaaS
- **Field Nation** — HR tech
- **Fireworks AI** — Enterprise tech
- **Firstsource** — Business services
- **Freshworks** — SaaS
- **Fujitsu** — Enterprise tech
- **Fundbox** — Fintech

G
- **Genpact** — Business services
- **GitLab** — SaaS
- **Grant Thornton** — Professional services
- **Greenhouse** — HR tech
- **Growens (Beefree)** — Martech
- **Gusto** — HR tech

H
- **Hazen and Sawyer** — Professional services
- **HCLTech** — IT services
- **Hewlett Packard Enterprise** — Enterprise tech
- **Hexagon** — Manufacturing
- **HiBob** — HR tech
- **HighRadius** — Fintech
- **Hightouch** — Martech
- **Hinduja Global Solutions (HGS)** — IT services
- **Hitachi Vantara** — Enterprise tech
- **HROne** — HR tech
- **Huawei** — Enterprise tech
- **HubSpot** — Martech
- **Huntress** — SaaS
- **Huron Consulting Group** — Professional services

I
- **iBase-t** — Manufacturing
- **IBM** — IT services
- **Ibotta** — Martech
- **iCIMS** — HR tech
- **Inductive Automation** — Manufacturing
- **Insight Enterprises** — IT services
- **Insight Global** — Business services
- **Insperity** — Business services
- ***instinctools** — IT services
- **Iron Mountain** — Business services
- **ITC Infotech** — IT services

J
- **Jellyfish** — SaaS

APPENDIX

The 200 companies analyzed, continued

- **JLL** — Professional services
- **K** — **Kawasaki Robotics** — Manufacturing
- **Keka** — HR tech
- **Kelly Services** — Business services
- **Kforce** — Business services
- **Klaviyo** — Martech
- **Kleinfelder** — Professional services
- **KUKA** — Manufacturing
- **Kustomer** — SaaS
- **Kyriba** — Fintech
- **L** — **L.E.K. Consulting** — Professional services
- **Lattice** — HR tech
- **Lenovo** — Enterprise tech
- **Liferay** — Martech
- **Locus Robotics** — Manufacturing
- **Lokalise** — SaaS
- **Luxury Presence** — Martech
- **M** — **Marchex** — Martech
- **Marqeta** — Fintech
- **Marsh McLennan (Marsh)** — Professional services
- **McKinsey & Company** — IT services
- **Melio** — Fintech
- **Metso** — Manufacturing
- **Microsoft** — Enterprise tech
- **Mirakl** — SaaS
- **Miro** — SaaS
- **Mitie** — Business services
- **Mitsubishi Electric** — Manufacturing
- **monday.com** — SaaS
- **Motive** — SaaS
- **N** — **Navan** — Fintech
- **NetApp** — Enterprise tech
- **Netskope** — Enterprise tech
- **NEURA Robotics** — Manufacturing
- **Nium** — Fintech
- **NVIDIA** — Enterprise tech
- **O** — **OMRON** — Manufacturing
- **Oracle** — Enterprise tech
- **Orca Security** — Enterprise tech
- **Oshkosh (JLG)** — Manufacturing
- **P** — **PA Consulting** — Professional services
- **Palo Alto Networks** — Enterprise tech
- **Panasonic Connect (Panasonic Holdings)** — Enterprise tech
- **Paycor** — HR tech
- **Paylocity** — HR tech
- **PayPal** — Fintech
- **Persistent Systems** — IT services
- **Picus Security** — Enterprise tech
- **Plaid** — Fintech
- **Postscript** — Martech
- **PTC** — Manufacturing
- **PwC** — IT services
- **Q** — **Quantanite** — Business services
- **Quartile** — Martech
- **R** — **RCM Technologies (RCM Thermal Kinetics)** — Professional services
- **Rillet** — Fintech
- **Rockwell Automation** — Manufacturing
- **Rogo** — Fintech
- **RSM US** — Professional services
- **S** — **Salesforce** — SaaS
- **Samsara** — SaaS
- **Schneider Electric** — Manufacturing
- **Semperis** — Enterprise tech
- **Semrush** — Martech
- **Siemens (Siemens Digital Industries Software)** — Manufacturing
- **Sikich** — Professional services
- **Slalom** — IT services
- **Socure** — Fintech
- **Spendesk** — Fintech
- **Sprout Social** — Martech
- **Stratasys** — Manufacturing
- **SunTec India (SunTec Web Services Pvt. Ltd.)** — Business services
- **Supermicro (Super Micro Computer, Inc.)** — Enterprise tech
- **SupportYourApp** — Business services
- **Sutherland Global Services** — Business services
- **T** — **TaskUs** — Business services
- **Tata Consultancy Services (TCS)** — IT services
- **Teleperformance (TP)** — Business services
- **Thoughtworks** — IT services
- **Tieto (formerly Tietoevry)** — IT services
- **Tines** — Enterprise tech
- **Tipalti** — Fintech
- **Toast** — Fintech
- **Tyler Technologies** — SaaS
- **U** — **UKG** — HR tech
- **Universal Robots** — Manufacturing
- **V** — **Valmet** — Manufacturing
- **Veeva Systems** — SaaS
- **Vena Solutions** — SaaS
- **Vibe (Vibe.co)** — Martech
- **Vincere (Access Group)** — HR tech
- **VWO (Wingify)** — Martech
- **W** — **West Monroe** — Professional services
- **Wipfli** — Professional services
- **Wistia** — Martech
- **Workable** — HR tech
- **Workday** — HR tech
- **X** — **Xometry** — Manufacturing
- **Z** — **Zendesk** — SaaS
- **Zensar Technologies** — IT services

26characters

ABOUT 26 CHARACTERS

26 Characters is a content studio that specializes in B2B content planning and execution. We build the plan, from growth blueprints and competitive assessments to publication calendars, then produce the work: case studies, white papers and research reports, ghostwritten articles and blogs, executive LinkedIn programs, newsletters and sales presentations. Every piece is written in the voices of your own experts.



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