

# Medium Enterprise Educational Technology Company Increases Digital Engagement with SmartMail

## Introduction

This case study of a medium enterprise educational institution company is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select HIMSS:

- Their top purchasing drivers for partnering with HIMSS were:
  - Thought leadership / Industry education
  - Driving qualified traffic to a digital destination
  - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
  - Exceptional reach to target audiences
  - Alignment with trusted brands and segment leadership

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Medium Enterprise**

Industry:  
**Educational Institution**

## Use Case

The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- Cobranded Email (SmartMail)

## Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
  - Increased brand and/or product awareness
  - Increased digital engagement i.e., video views, page views, etc.
  - A greater ability to segment and target prospects and customers
  - Seen growth of qualified leads in our database