

# Medium Enterprise Computer Software Company Realizes Results with Multiple Media Platforms

## Introduction

This case study of a medium enterprise computer software 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.



“We have generated many qualified leads over the years and have definitely gained brand awareness in the field of healthcare IT.”

## Challenges

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

- Their top purchasing drivers for partnering with HIMSS were:
  - Brand and/or product awareness
  - Thought leadership / Industry education
  - The ability to target growth accounts / opportunities
  - Generating qualified leads
  - Strengthening connections with key decision makers and targeted influencers
- The following were key criteria in their selection to partner with HIMSS:
  - Reach of new customers & markets
  - Market, subject matter, and data expertise
  - The quality of resources and client service
  - Alignment with trusted brands and segment leadership
  - Access to audience including key industry prospects

### 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:  
**Computer Software**

## Use Case

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

- Digital Display Banners
- Cobranded Email (SmartMail)
- Newsletters
- Account Based Marketing
- Content Creation
- Events

## Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
  - Increased brand and/or product awareness
  - Bolstered our subject matter expertise on the overall market and/or targeted segments that can be leveraged for planning and/or growth opportunities
  - Seen growth of qualified leads in our database
  - Created personal connections with key individuals and decision makers
  - Increased traffic to website