

Fortune 500 Telecommunications Services Company Increases Digital Engagement and Sales with Market Intelligence & Newsletters

Introduction

This case study of a Fortune 500 telecommunications services 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.



“Market Intelligence is very important to our overall marketing strategy and execution.”

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
 - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - The quality of resources and client service

Use Case

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

- Market Intelligence / Data
- Newsletters

Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Increased digital engagement i.e., video views, page views, etc.
 - Increased Sales

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:
Fortune 500

Industry:
Telecommunications Services