

Medium Enterprise Computer Software Company Utilizes HIMSS TV, Content Syndication and Events to Solve for its Challenges

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.



“HIMSS TV is a Best-in-Class Video Solution.”

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
 - Driving qualified traffic to a digital destination
 - The ability to target growth accounts / opportunities
 - Generating qualified leads
 - Strengthening connections with key decision makers and targeted influencers
 - Event promotion
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - Reach of new customers & markets
 - Third party validation
 - 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:

- HIMSS TV
- Lead Generation: Content Syndication
- Events

Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Increased brand and/or product awareness
 - A greater ability to segment and target prospects and customers
 - Seen growth of qualified leads in our database
 - Created personal connections with key individuals and decision makers
 - Strengthened loyalty with key buyers