HIMSS CASE STUDY

# Medium Enterprise Computer Software Company Grows its Qualified Leads with Content Syndication

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## 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.

## 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
    - Generating qualified leads
    - Creating high-value content that is attractive to your target audience
- The following were key criteria in their selection to partner with HIMSS:
    - Exceptional reach to target audiences
    - Reach of new customers & markets

### 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:**

- Lead Generation: Content Syndication

## Results

**The surveyed company achieved the following results with HIMSS:**

- Since working with HIMSS, their organization has:
    - Increased brand and/or product awareness
    - Seen growth of qualified leads in our database

Source: TechValidate survey of a Director of Marketing from a Medium Enterprise Computer Software Company

Research by **TechValidate** by SurveyMonkey

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