HIMSS CASE STUDY

Chief Operating Officer at Medium Enterprise Computer Software Company Reports Great Results with Webinar

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:
    - Brand and/or product awareness
    - The ability to target growth accounts / opportunities
    - Generating qualified leads
    - Strengthening connections with key decision makers and targeted influencers
    - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
    - Exceptional reach to target audiences
    - The ability to run cross-platform digital campaigns i.e., web, social, mobile, email, etc.
    - 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:

- Lead Generation: Webinar(s)

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.
    - Bolstered our subject matter expertise on the overall market and/or targeted segments that can be leveraged for planning and/or growth opportunities
    - A greater ability to segment and target prospects and customers

Source: TechValidate survey of a Medium Enterprise Computer Software Company

Research by **TechValidate**
by SurveyMonkey