

S&P 500 Computer Software Company Uses Events, Content Syndication and Webinars to Grow Qualified Leads in their Database

Introduction

This case study of a S&P 500 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
 - 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
 - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
 - The ability to run cross-platform digital campaigns i.e., web, social, mobile, email, etc.
 - Reach of new customers & markets
 - The ability to activate data with measurable programs
 - 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:
S&P 500

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
- Lead Generation: Webinar(s)
- Events

Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Seen growth of qualified leads in our database