

Educational Institution Increases Awareness and Website Traffic with SmartMail (Cobranded Email)

Introduction

This case study of an educational institution is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled organization asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled organization to evaluate and ultimately select HIMSS:

- Their top purchasing drivers for partnering with HIMSS were:
 - Brand and/or product awareness
 - Thought leadership / Industry education
 - The ability to target growth accounts/opportunities
 - Generating qualified leads
 - Event promotion
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - Access to audience including key industry prospects

Organization Profile

The organization 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.

Industry:
Educational Institution

Use Case

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

- Cobranded Email (SmartMail)

Results

The surveyed organization achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Increased brand and/or product awareness
 - Increased traffic to website