

# Events Allow for Reach of New Customers and Support Increased Opportunity Pipeline

## Introduction

This case study of a Global 500 chemicals company is based on a June 2022 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:

- The challenges they face (or would have faced) conducting their own LEAD GENERATION campaign(s):
  - Inability to reach buyers and influencers in target audience
  - Lack of value and quality with external lists
  - Lack of internal resources / bandwidth
  - Lack of industry-specific content
- The top reasons that contributed to them partnering with HIMSS for LEAD GENERATION:
  - Generating qualified top-of-funnel leads
  - Lead nurturing after the first download/engagement
  - Ability to target growth accounts/opportunities
  - Strengthening connections with key decision-makers and targeted influencers
  - Increasing engagement with current customers
  - Thought leadership / industry education

### 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:  
**Global 500**

Industry:  
**Chemicals**

## Use Case

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

- When choosing HIMSS as their marketing partner for LEAD GENERATION, the following were their key selection criteria:
  - Reach of new customers & markets
- The type of LEAD GENERATION campaign(s) they executed with HIMSS:
  - Event

## Results

The surveyed company achieved the following results with HIMSS:

- The ROI their organization realized from working with HIMSS on their LEAD GENERATION program:
  - Increased Opportunity Pipeline by up to \$500K