

Fortune 500 On-Demand Cloud Computing Company Uses Mix of Digital Tactics and Events with Significant Results

Introduction

This case study of a Fortune 500 retail 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
 - Strengthening connections with key decision makers and targeted influencers
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - High quality content creation
 - 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:
Fortune 500

Industry:
Retail

Use Case

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

- Digital Display Banners
- Newsletters
- Lead Generation: Webinar(s)
- Events

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.
 - Created strategic opportunities including content creation based on data collected
 - Seen growth of qualified leads in our database