

Salesforce Strengthens Loyalty with Key Buyers and Creates Personal Connections with Key Decision Makers

Introduction

This case study of Salesforce is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service.



“HIMSS has allowed us to solidify connections with key influencers/buyers in the vertical.”

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
 - The ability to target growth accounts / opportunities
 - Event promotion
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - Market, subject matter, and data expertise
 - High quality content creation
 - Alignment with trusted brands and segment leadership

Company Profile

Company:
Salesforce

Company Size:
Large 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:

- Market Intelligence / Data
- 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.
 - Bolstered our subject matter expertise on the overall market and/or targeted segments that can be leveraged for planning and/or growth opportunities
 - Created personal connections with key individuals and decision makers
 - Strengthened loyalty with key buyers
 - Increased traffic to website