

# Global 500 Telecommunications Services Company Strengthens Loyalty with Key Buyers and Increases Sales with Content Syndication and Webinars

## Introduction

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This case study of a Global 500 telecommunications services 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

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

- Their top purchasing drivers for partnering with HIMSS were:
  - Event promotion
- The following were key criteria in their selection to partner with HIMSS:
  - Reach of new customers & markets

## Use Case

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**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)

## Results

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**The surveyed company achieved the following results with HIMSS:**

- Since working with HIMSS, their organization has:
  - Strengthened loyalty with key buyers
  - Increased Sales

### 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:  
**Telecommunications Services**