

2- and 3-touch Lead Programs Increase Opportunity Pipeline by \$500K – \$1MM and Closed More Sales as a Result

Introduction

This case study of a Fortune 500 retail 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.



“Our HIMSS account team always customizes a sponsorship package that works for us and gets us great exposure.”

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 generate qualified leads
 - Inability to implement intent-based targeting
 - Lack of value and quality with external lists
- The top reasons that contributed to them partnering with HIMSS for LEAD GENERATION:
 - Generating qualified top-of-funnel leads
 - Strengthening connections with key decision-makers and targeted influencers

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:

- When choosing HIMSS as their marketing partner for LEAD GENERATION, the following were their key selection criteria:
 - Exceptional reach to target audience
 - Alignment with trusted brands and segment leadership
 - Access to audience including key industry prospects
- The type of LEAD GENERATION campaign(s) they executed with HIMSS:
 - 2-touch and/or 3-touch program(s)
 - Integrated campaign with lead generation as a component
 - 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 \$500K – \$1MM
 - Increased close of business and sales lift