

Fortune 500 Computer Software Company Realizes Great Results with HIMSS

Introduction

This case study of a large enterprise computer software 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.



“The people at HIMSS are its greatest asset!”

Challenges

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

- Their top purchasing drivers for partnering with HIMSS were:
 - Thought leadership / Industry education
 - Driving qualified traffic to a digital destination
 - Generating qualified leads
 - Strengthening connections with key decision makers and targeted influencers
 - Creating high-value content that is attractive to your target audience
 - 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
 - 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:
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:

- Digital Display Banners
- HIMSS TV
- Lead Generation: Webinar(s)
- Content Creation
- 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, pageviews, etc.
 - Bolstered our subject matter expertise on overall market and/or targeted segments that can be leveraged for planning and/or growth opportunities
 - Strengthened loyalty with key buyers
 - Increased traffic to website
 - Increased event registrations