

The College of St. Scholastica Increases Digital Engagement and Traffic with Digital Display and Newsletters

Introduction

This case study of THE COLLEGE OF ST. SCHOLASTICA- DULUTH is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service.

Challenges

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

- Their top purchasing drivers for partnering with HIMSS were:
 - Thought leadership / Industry education
 - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - Access to audience including key industry prospects

Organization Profile

Organization:
**THE COLLEGE OF ST.
SCHOLASTICA- DULUTH**

Industry:
Educational Institution

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

Results

The surveyed organization achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Increased digital engagement i.e., video views, page views, etc.
 - Increased traffic to website