

iland Increased Awareness, Digital Engagement and Qualified Leads with their Webinar Program

Introduction

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



“I loved working with the HIMSS team. They communicated clearly providing all of the necessary information to ensure our webinar launched without a hitch.”

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
 - Driving qualified traffic to a digital destination
 - Generating qualified leads
 - Event promotion
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - The ability to run cross-platform digital campaigns i.e., web, social, mobile, email, etc.
 - Reach of new customers & markets

Company Profile

Company:
iland

Company Size:
Small Business

Industry:
Computer Services

Use Case

The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- Lead Generation: Webinar(s)

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.
 - Seen growth of qualified leads in our database