

# Fortune 500 Telecommunications Services Company Leverages Market Intelligence in Content Development

## Introduction

This case study of a Fortune 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.



“HIMSS produced high quality co-branded content for us, as well as conducted Market Intelligence that provided insights that we could leverage in the development of our own in-house materials.”

## 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
  - Strengthening connections with key decision makers and targeted influencers
  - Creating high-value content that is attractive to your target audience
- 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.
  - Market, subject matter, and data expertise
  - The quality of resources and client service
  - High quality content creation
  - Third party validation
  - Alignment with trusted brands and segment leadership
  - Access to an 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:  
**Fortune 500**

Industry:  
**Telecommunications Services**

## Use Case

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

- Market Intelligence / Data
- Lead Generation: Content Syndication
- 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, page views, etc.
  - Created strategic opportunities including content creation based on data collected
  - Bolstered our subject matter expertise on the overall market and/or targeted segments that can be leveraged for planning and/or growth opportunities
  - Seen growth of qualified leads in our database
  - Created personal connections with key individuals and decision makers
  - Strengthened loyalty with key buyers
  - Increased traffic to website