

Medium Enterprise Computer Services Company Uses Omnichannel Approach to Increase Awareness, Engagement and Qualified Leads

Introduction

This case study of a medium enterprise computer 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.

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
 - Thought leadership / Industry education
 - Generating qualified leads
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - Reach of new customers & markets

Use Case

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

- Market Intelligence / Data
- Digital Display Banners
- Cobranded Email (SmartMail)
- Newsletters
- HIMSS TV
- Lead Generation: Content Syndication
- Lead Generation: Webinar(s)
- Account Based Marketing
- 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.
 - Seen growth of qualified leads in our database

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:
Medium Enterprise

Industry:
Computer Services