

# Medium Enterprise Telecommunications Services Company Leverages Multiple Platforms to Increase Engagement and Create Personal Connections

## Introduction

This case study of a medium enterprise 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.

## 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
  - Driving qualified traffic to a digital destination
  - The ability to target growth accounts / opportunities
  - Strengthening connections with key decision makers and targeted influencers
  - Creating high-value content that is attractive to your target audience
  - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
  - Exceptional reach to target audiences
  - Reach of new customers & markets
  - 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:  
**Medium Enterprise**

Industry:  
**Telecommunications Services**

## Use Case

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

- Digital Display Banners
- Lead Generation: Content Syndication
- 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 personal connections with key individuals and decision makers
  - Increased traffic to website