

# ABM Programs Help Increase Opportunity Pipeline and Grow Qualified Top-of-Funnel Leads

## Introduction

This case study of a large enterprise computer software company is based on a June 2022 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We have been using ABM for a while and it is a critical part of how we market.”

## Challenges

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

- The challenges they face (or would have faced) conducting their own LEAD GENERATION campaign(s):
  - Inability to reach buyers and influencers in target audience
  - Inability to generate qualified leads
- The top reasons that contributed to them partnering with HIMSS for LEAD GENERATION:
  - Generating qualified top-of-funnel leads
  - Increasing engagement with current customers
  - Thought leadership / industry education

### 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:  
**Large Enterprise**

Industry:  
**Computer Software**

## Use Case

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

- When choosing HIMSS as their marketing partner for LEAD GENERATION, the following were their key selection criteria:
  - Exceptional reach to target audience
  - Alignment with trusted brands and segment leadership
  - Access to an audience including key industry prospects
- The type of LEAD GENERATION campaign(s) they executed with HIMSS:
  - Account Based Marketing (ABM)
  - Integrated campaign with lead generation as a component
  - Event

## Results

The surveyed company achieved the following results with HIMSS:

- The ROI their organization realized from working with HIMSS on their LEAD GENERATION program:
  - Increased Opportunity Pipeline by \$500K – \$1MM
  - Growth of qualified top-of-funnel leads