

# Get the right messages to more customers with personalized email

## Results Using Approved Email

average click through rate



**6X higher**  
than the industry average

\* Source: Veeva Systems, 2015; Mailchimp, 2016.

Veeva customers average

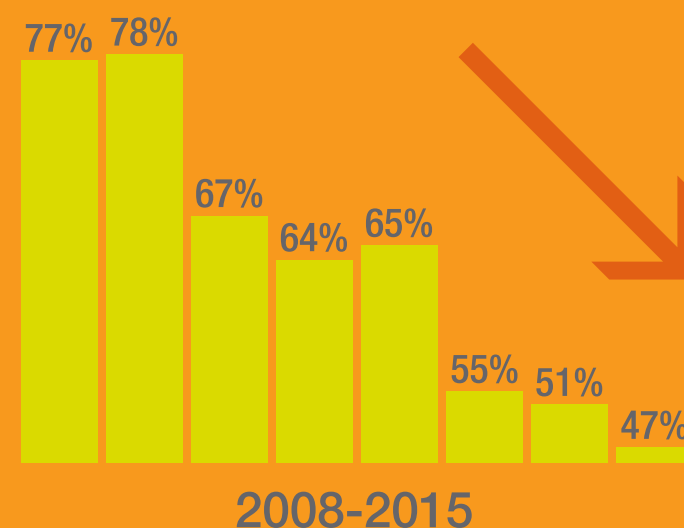
# 40%

open rate



\* Source: Veeva Systems, 2015.

## HCP access is declining



## The cost of noncompliance

**\$500 million**  
to **\$3 billion**

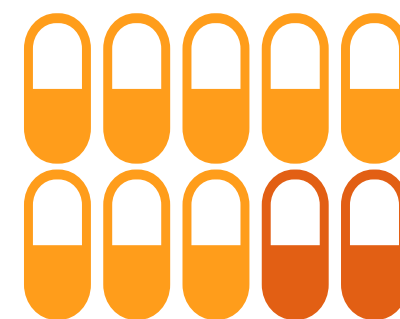
Veeva



# 58%

want additional information  
by email

\* Source: What Physicians Want, Publicis Touchpoint Solutions, 2014.



8 out of the top 10  
pharmas use

**Veeva CRM**  
Approved Email