

Veeva Pulse Analytics leverages the industry's most comprehensive HCP engagement data to accurately inform strategy and competitive performance.



>1.1 billion

customer interactions captured globally since Jan 2020

Veeva Pulse Analytics

Unlock powerful insights to make better strategic decisions and manage performance across your organization

01

Country or Multi-Country reporting

02

Therapy Area deep dive

03

Monthly, quarterly or ad hoc insights



Veeva Pulse insights supports pharma companies with:



Field Force Channel Activity Target Setting



Commercial Strategy and Go-to-market Model Design



Launch Preparation and Target Setting



Change Management and Digital Adoption



Field Execution Review Across Markets and Therapy Areas



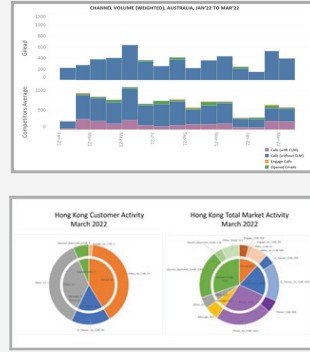
Field Force Sizing and Operating Model Design

Designed to help you make better decisions across your Sales, Medical & Marketing teams



Market Intelligence

Monitor shifts in your market and therapy area including changes in Share of voice, changes in competitors' field force size and channel mix



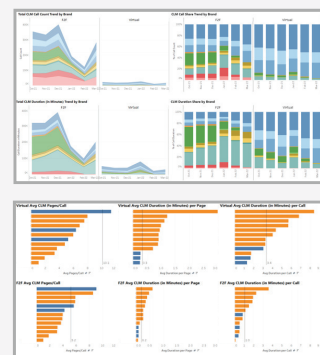
Productivity

Benchmark the productivity of your Commercial and Medical reps with peers in your market and therapy area



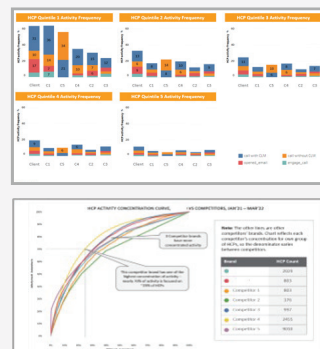
Call Quality

Compare the quality of your interactions against competitors including detail behaviours, call duration and open and click rates



Customer Engagement

Gain insight into how competitors are engaging with customers, including coverage, frequency of activity and channels used





- ▶ Understand shifts in your market and therapy area
- ▶ Benchmark your activity against peers
- ▶ Gain insight into how competitors are engaging with HCPs

Market Intelligence

- **Share of Voice**
What is our Share of voice vs competitors? How is this changing over time?
- **Field force size**
How does our field force size compare with competitors?
- **Channel mix**
What is our channel mix vs competitors?

Productivity

- **Field force productivity**
How productive is our field force vs competitors?
- **Rep productivity**
 - What is the average weekly activity of our reps vs competitors?
- **Channel adoption**
 - Which channels are our reps using vs competitors?

Call Quality

- **eDetailer usage**
Are our reps using eDetailer in their calls? How does this compare with competitors?
- **Call duration**
How long are our F2F and virtual calls vs competitors?
- **Open and click rates**
How do our open and click rates compare to competitors?

Customer Engagement

- **Coverage**
What is our coverage of HCPs vs competitors?
- **Coverage per rep**
How many HCPs are our Commercial/ Medical reps seeing vs competitors?
- **Frequency**
How many times are reps seeing HCPs vs competitors?



For more information, please contact the Veeva Business Consulting Team.

About Veeva Business Consulting

Veeva Business Consulting combines commercial and medical expertise with Veeva's proprietary data and technology to deliver better business focused solutions for our customers. Our team of experts offers a suite of advisory offerings, including launch readiness, digital acceleration, and content optimization, all supported through unique HCP insights and analytics.

To learn more, visit veeva.com/ap/services/business-consulting-services/