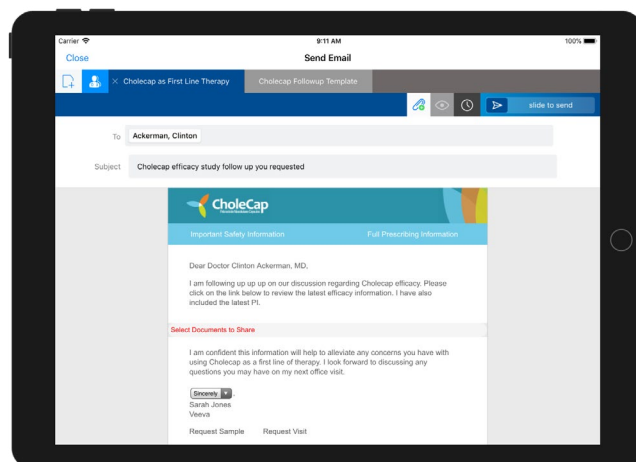


# Veeva CRM

## Approved Email

Increased Productive Reps.  
Reduced Risk.



To differentiate the customer experience, life sciences companies are under pressure to deliver relevant information to the right physicians, when and how they need it. However, because of compliance risks, commercial sales reps have long been restricted from using one of the most fundamental—and effective—channels: email communications.

Veeva CRM Approved Email lets reps email relevant, compliant content directly to customers, improving productivity and elevating the customer experience. As physician access grows increasingly restricted, Approved Email bridges the gap. Now, reps can easily reach low- and no-see customers. And with insight into email responses—including click throughs and opens—commercial teams can tailor their communications to each customer’s unique needs.

Accessible with one tap from Veeva CRM Mobile, Approved Email enables seamless, personalized multichannel communication—and tangible results. Customers report open rates of up to 40%, without the risk of non-compliance. With Approved Email, life sciences field reps can extend the face-to-face engagement and provide meaningful content their customers needs. And with a full customer view in Veeva CRM that brings together customer information across all channels—including email, digital, phone, medical events, and face-to-face interactions—life sciences can deliver a more coordinated customer journey.

“Approved Email is incredibly easy for reps to use and manage multichannel engagement. We’ve already seen adoption rates well over what we saw with our legacy solution.”

*-Head of Sales*

## Seamless User Experience

Approved Email is built into the Veeva CRM application that reps use every day. It's easy for field users to send one or multiple emails from anywhere within a CLM presentation, call report, or even during the account planning process. From within Veeva CRM Events Management, reps can use Approved Email to select guests, email and print invitations, and track RSVPs.

## Multichannel Content Repository

Approved Email is powered by Veeva Vault for multichannel content management, enabling a single source of compliant, approved, and reusable materials—including email templates, standard messages, and other shared documents. This design ensures that only approved content is sent to HCPs. A consistent voice across all channels, including CLM, email, and the web, provides a better customer experience and strengthens brand messaging.

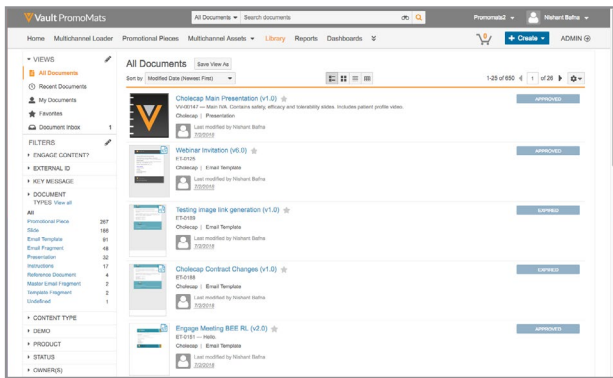


Figure 1: Multichannel content repository

## Content Updates, Withdrawals, and Expiry

With Approved Email, the home office can push updates to the field or withdraw content with a single click, so HCPs always receive current content. Companies can also set expiration dates for content, for even greater control.

## Flexible to Configure

Approved Email administrators can control key features with simple configuration instead of writing complex code. Administrators can turn 'free text' on or off, display documents by themselves or on a third party website, and control HCPs' ability to download documents from emails.

## Global Solution

Approved Email can be localized to 20+ languages and is compliant with consent regulations around the world. Field reps across geographies can leverage a single, global solution.

## Monitor Email Metrics

All Approved Email activity, including email sends and customer interactions like open rates and clicks, is captured and stored automatically within Veeva CRM. This information, combined with interaction data from other channels, provides a comprehensive and reliable database of customer behavior across channels and users. Brands can learn which promotional materials are most effective by monitoring preferences, down to the individual customer level. Tracking content and message effectiveness helps companies respond quickly to customer needs and business changes.



Figure 2: Actionable insights

## Enterprise-class Email Engine

From protecting corporate email domain integrity to operationalizing best practices for email deliverability—all capabilities come built-in. And it's all available through one system that measures and tracks results for rich analytics that truly close the loop.

## Continuous Innovation

Like all Veeva solutions, Approved Email is a modern multitenant cloud-based application. There is no hardware to buy or software to install, and you benefit from continuous upgrades automatically.