**Veeva Vault** CRM Approved Email

Personalize HCP Communication with Compliant Email

Veeva Vault CRM Approved Email allows field users to send relevant and compliant content directly to HCPs, improving productivity and customer experience. It bridges access gaps to reach more customers effectively, with insights into email interactions for personalized communication.

Approved Email is an add-on application to Veeva Vault CRM and a key part of multichannel engagement. With up to 40% open rates, Approved Email enhances field teams' ability to deliver meaningful content and coordinate customer journeys across all channels.
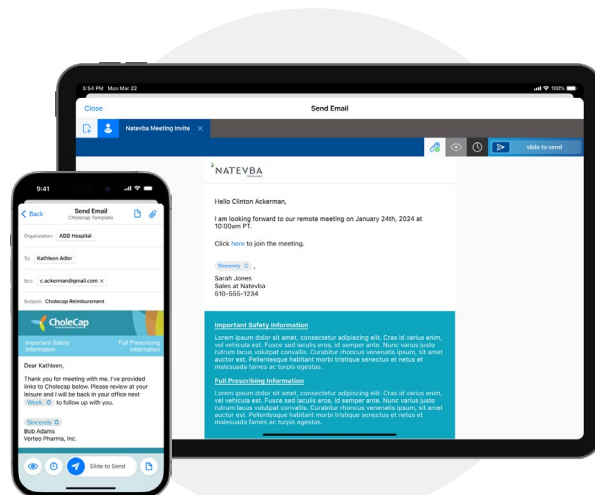
Business Benefits

Compliant Emails
All content sent to healthcare professionals is pre-approved and compliant, minimizing the risk of non-compliance while maintaining consistent messaging across the organization. Field teams can also use optional personalizations such as a personal greeting.

Email Automation
Approved Emails can be scheduled and sent on behalf of field users by the home office or suggested by next best action engines.

Real-Time Metrics
Vault CRM automatically captures and stores all Approved Email activity, including sends, opens, and clicks. Combined with data from other channels, this creates a full view of customer behavior. Brands can see which materials work best and quickly adjust to customer needs and business changes.

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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

Features

✓ Seamless User Experience

Approved Email is integrated into Vault CRM, making it easy for reps to send one or multiple emails from any part of the app, like CLM presentations, call reports, or during the account planning process. In Events Management, reps can use it to select guests, send invitations, and track RSVPs.

✓ Streamlined Email Management and Creation Tools

With Recommended Emails, admins can create compliant email drafts for end users tailored to target accounts. Users can modify, schedule, or send these emails as-is. The Email Builder provides a guided experience, utilizing approved content blocks for easy, compliant email composition, all managed through Veeva Vault PromoMats or Veeva Vault MedComms.

✓ 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.

✓ Content Updates, Withdrawals, and Expiry

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

✓ Flexible to Configure

Approved Email administrators can control key features without writing complex code. They 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.

✓ Enterprise-Class Email Engine

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

✓ Continuous Innovation

Approved Email is a modern multitenant cloud-based add-on to Vault CRM. There is no hardware to buy or software to install, and you benefit from continuous upgrades automatically.