

Global biopharmaceutical company

## Achieves 60% email open rates

### Impact



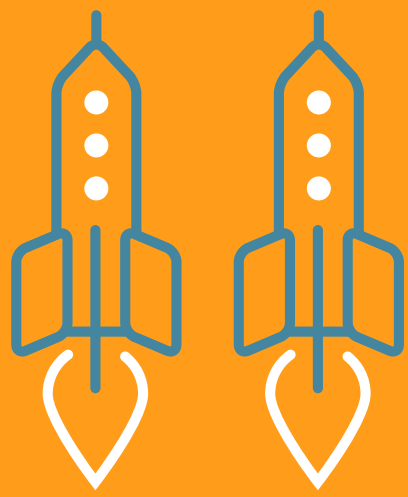
Compliant email capabilities for **300 reps** across the US, Europe, and Australia

**3x**

**Three times higher email open rates** than the industry average

### Challenge

EXPAND REPS' ABILITY TO REACH CUSTOMERS THROUGH THEIR PREFERRED CHANNELS



Supplement face-to-face interactions before **two blockbuster drug launches**



Enable **compliant digital engagement** across **brand, medical, and sales teams**

“Veeva CRM Approved Email opened a new channel for our reps to **connect more with customers** and **keep them informed at each stage of our product launches.**”

Director of Global Commercial Solutions

Veeva CRM Approved Email

### Results



**Stronger compliance**

**1-day turnaround for compliant email templates**



**Increased sales performance**

**30% more customer interactions**



**Tailored HCP experience**

**60% email open rates**