

# Veeva PromoMats

## Make the Most out of Your Content Investment

As an emerging or mid-sized pharmaceutical company, resources can be limited. Get the most out of your promotional assets by sharing and reusing materials across tactics and agencies. Veeva PromoMats Brand Portal provides a simple, intuitive interface to promote and organize digital content, making it easier and faster to browse, access, and use assets — all in one place.



## Benefits



### Get Content to Market Faster

Showcasing all core brand materials in one place gives teams fast and easy access to approved documents. With one-click downloading, end users can quickly modify and reuse existing assets, speeding content time to market and enabling teams to get the most of their content investment.



### Empower Marketing Teams

Designed for marketers, Brand Portal gives teams the power to select and showcase top materials so that end users can quickly find the most important documents. Teams can organize content around key areas, like brand or therapy, or by function, like corporate communications or sales training.



### Simple, Elegant UI

Brand Portal's simple, user-friendly interface mirrors the browsing experience of popular consumer-facing websites like Amazon and Google. Providing a storefront for your brand, the tool offers various widgets for showcasing content such as "recently added," "most viewed," and "coming soon." Users can also create custom widgets and define content filters to give teams quick access to the asset library.



### Getting Started is Easy

Brand Portal is an existing feature within Veeva PromoMats, so marketing teams don't need to build expensive and clunky integrations with outside systems. With a few clicks, brand managers can create a new portal, choose desired assets, and organize content with the tool's built-in portal widgets. And, because Brand Portal pulls approved content directly from the document's source in Veeva PromoMats, teams can easily maintain a single-source-of-truth for their compliant digital assets.

**To learn more about how Brand Portal can help your emerging life sciences company, contact your account executive or [Callum.Hawes@veeva.com](mailto:Callum.Hawes@veeva.com)**