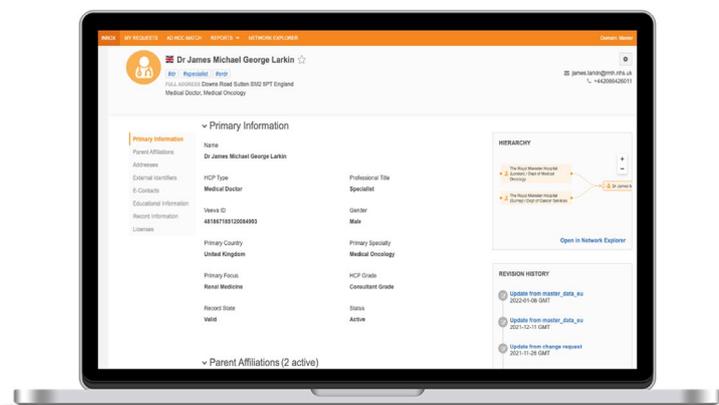
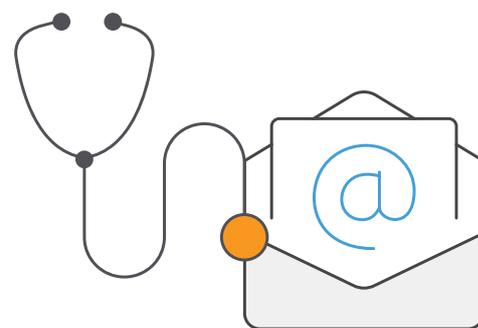


Veeva OpenData Email

Reach More Healthcare Professionals (HCPs) with Verified Emails

Connecting with prescribers on their terms means putting your message within easy reach—their inbox. To start a digital conversation, you need HCP email addresses you can trust. Because undeliverable emails disrupt customer engagement and reduce commercial efficiency.

Veeva OpenData Europe includes verified prescribers' business email addresses at no additional cost*, giving you an essential foundation for multichannel communications. And with up-to-date email addresses embedded in Veeva CRM, you can connect customers with the right content faster than ever before.



Key Business Benefits

- **Broader reach** with improved access to low-see and no-see physicians
- **Coordinated multichannel experiences** from in-office visits to digital engagement
- **Accelerated consent management strategy** with out-of-the-box integration with Veeva CRM Approved Email
- **Easier data maintenance** with email addresses managed alongside your other reference data



The implementation of OpenData email data has been seamless and is allowing our sales, KAMs, and marketing teams to engage digitally with more target HCPs.

— David Andrew, CRM & Field Force Technology Lead (CEMEA region), Alnylam Pharmaceuticals

Feature Highlights

High Deliverability

Ethical sourcing and continual stewardship give you HCP emails that are consistently deliverable with no hard bounces.

Our rigorous multistep quality processes ensure your emails get to the inbox with deliverability rates of nearly 100%.

Flexible Usage with Less Friction

Veeva OpenData Email can be used in conjunction with your own email service provider or data management platform.

Let Veeva OpenData manage your email data with the same rapid, transparent DCR process as the rest of your reference data.

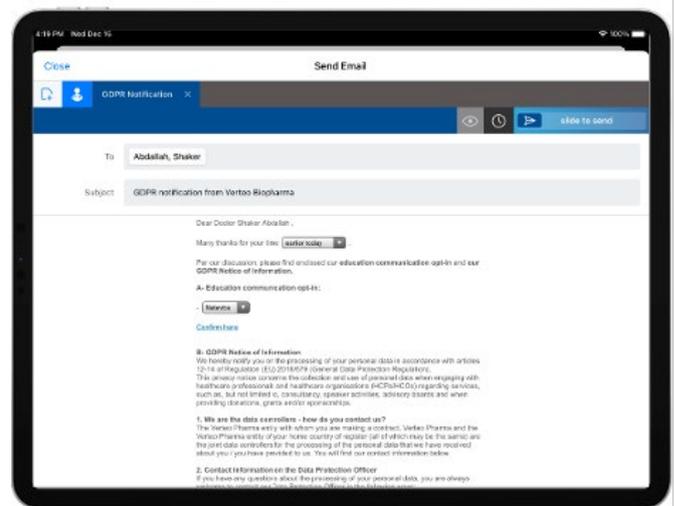
Instant Access

Clean, current, accurate email addresses are provided within Veeva CRM, where sales and marketing can easily access and use them.

Easy GDPR-compliant Consent Capture

Account executives and brand teams can easily send an initial GDPR notification directly from Veeva CRM Approved Email (using a pre-defined template) and efficiently capture consent.

As soon as the doctor clicks on the link, a consent record is created in Veeva CRM, allowing you to send pre-approved digital content without delay.



Veeva OpenData

Veeva OpenData delivers the right customer data, right where it's needed. Veeva OpenData provides comprehensive records for healthcare professionals (HCP), healthcare organizations (HCOs), and their affiliations. Data is sourced from reputable government and industry organizations, and verified by Veeva stewards, ensuring the highest levels of quality and coverage. Designed with a global view, Veeva OpenData provides a consistent standard of quality and service across all worldwide marks. For more information, visit veeva.com/eu/opendata.