ShamanGo CLM Builder for Veeva

Create interactive Detail Aids in hours, not months.

Veeva
Technology
Partner

Empower your sales reps to get the highest-impact content in front of decision-makers with personalisable, no-code Detail Aids created for Veeva in hours, not months.

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Content is king

For your sales teams, interactive, omnichannel content is king. But one-size-fits-all Detail Aids aren't cutting it anymore. And neither is the process creating them — months wasted on outsourcing, back-and-forths, and uploading to Veeva Vault Promomats. You end up crippling the effectiveness of your sales reps and your organisation's growth.

$20k	2 in 3	50%	100 days
Wasted on eDetailing per year per brand [1].	Sales reps unhappy with provided Detail Aids [2].	HCPs were unimpressed by sales presentations [3].	30-100 days to prepare eDetailing content [4].

Meet the kingmaker

Shaman Go's drag 'n' drop eDetailing platform replaces your outdated processes and cookie-cutter Detail Aids. Now you can create personalised, interactive Detail Aids in hours. No outsourcing required. You'll cut costs by up to 80% while winning over today's hard-to-impress HCPs.

1. Average cost of $5.000 html production cost per Detail Aid EU markets, 4 Detail Aids per year

2. Internal Shaman survey, 2018, n=40 sales reps
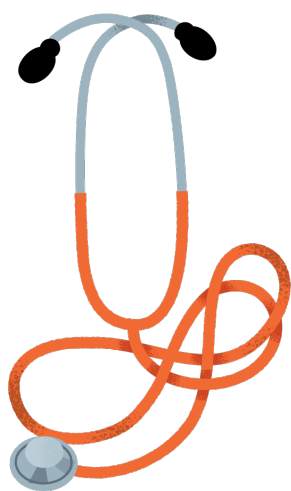
3. EPG Media, study US, 2013

4. Veeva, 2020

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The Old Way

A slow but stressful process of content creation, manual HTML conversion, and revisions that leaves sales reps demoralised and HCPs unconvinced.

- 2-3 months per Detail Aid
- $40,000/year (2 brands with 4 Detail Aids)
- Zero visibility on content during process
- Little to no personalisation

The ShamanGo Way

Rapid HTML conversion, real-time editing and infinite personalisation that empowers your sales teams to tell compelling, hyper-targeted stories every time.

- 1 hour per Detail Aid
- €4,999/year/therapeutic area (unlimited)
- Full visibility on content
- In-built personalisation

> **"** Very rarely you come across a program that you really enjoy working with: Shaman is one of those. Editing your detail aids in Shaman is a piece of cake.

Peter Dekker, Medical Manager at Zambon

Creating interactive presentations has never been this easy — or this fast.

1 Convert → **2** Prepare → **3** Export

Convert and combine approved content like PDFs, PPTs, video, audio, 3D models, documents, and more. Everything will be converted to HTML within minutes.

Prepare an interactive presentation. Add structure, group content, create clickable links/ menus and multistate animations for easily-navigable Detail Aids.

Export your Detail Aid directly to Veeva Vault Promomats with the correct naming taxonomy. Sales reps will take HCPs through a journey tailored to their unique needs and preferences.

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Why do 150+ pharma teams use ShamanGo?

Simplify eDetailing & cut your time to market

No more expensive, time-consuming HTML conversions or 'design by committee' back-and-forths with internal and external teams. Cut out the middle men and turn static documents into interactive HTML presentations in as little as an hour - for 20% of the cost.

Win over HCPs with personalised stories

It's clear - HCPs are harder to impress, and the days of one-size-fits-all slideshows are over. ShamanGo gives you the meeting canvas - a hub of interactive information that you can use to guide the presentation experience and tell a story specially-tailored to your audience.
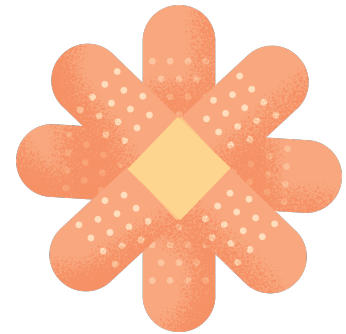
Take full advantage of Veeva's powerful platform

For marketers, ShamanGo expands the functionality of Veeva's CLM and makes content creation a breeze. And with more relevant, highly-adaptable content at their fingertips, your reps will feel confident knowing they're ready for whatever comes their way in sales presentations.

Turn it into an omnichannel effort

Close the loop between sales and marketing with one hub for all your omnichannel content and data. ShamanGo allows you to create and repurpose content for multiple channels, including CLM for F2F, Engage meetings, and approved email templates and fragments.

Get a competitive edge with AI

Support your sales reps with powerful algorithms that suggest relevant presentation content based on the history and profile of each HCP. Pre-configured user flows help them create a unique presentation experience that'll have the highest impact for each individual.

Keep improving with analytics and insights

Most marketers are in the dark when it comes to the performance of Detail Aids. ShamanGo can optionally provide you with detailed sales call data that shines a light on the needs and preferences of HCPs (requires CRM API connection). Visual heat maps show you exactly how presentation slides are performing - allowing your team to adapt and improve on the go.

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What else do our clients love?

Built to work seamlessly with Veeva

Our purpose-built eDetailing platform is designed to work in harmony with Veeva CLM and push the boundaries of what's possible.

World-class onboarding and support

We aim to solve 90% of support issues in <1 hour. Personalised onboarding and online training help you get up and running in no time.

Rapidly localise your content

Global templates allow your local teams to quickly localise content and reconvert it back to ShamanGo. Machine Learning translation speeds up the process.

Custom design & development

Need help creating content or adding functionality? We can help your team with design production or developing reusable apps for Veeva.

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Book a discovery call

We'd love to discuss how ShamanGo can simplify your content production in a quick, 30-minute call. You'll find out exactly how our Authoring platform for Veeva CLM can help you shorten your time to market and win over more HCPs.

What you'll discover:

- How to simplify your omnichannel content processes
- The most relevant features of ShamanGo
- The time and cost savings of switching

Schedule my discovery call

About ShamanGo

ShamanGo is the leading sales content platform for Veeva with eDetailing, Email, Omnichannel and Sales Execution capabilities. Our no-code, do-it-yourself experience helps Life Science companies to get the right content in front of their customers, increase Veeva adoption, and boost marketing omnichannel performance.

Trusted by great Life Science companies like

Abbott A Promise for Life   AstraZeneca   Bionorica®   DEXCOM CONTINUOUS GLUCOSE MONITORING   ferrer   GALDERMA

NOVARTIS   mundipharma   SANOFI GENZYME   Théa   Takeda   VIATRIS

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