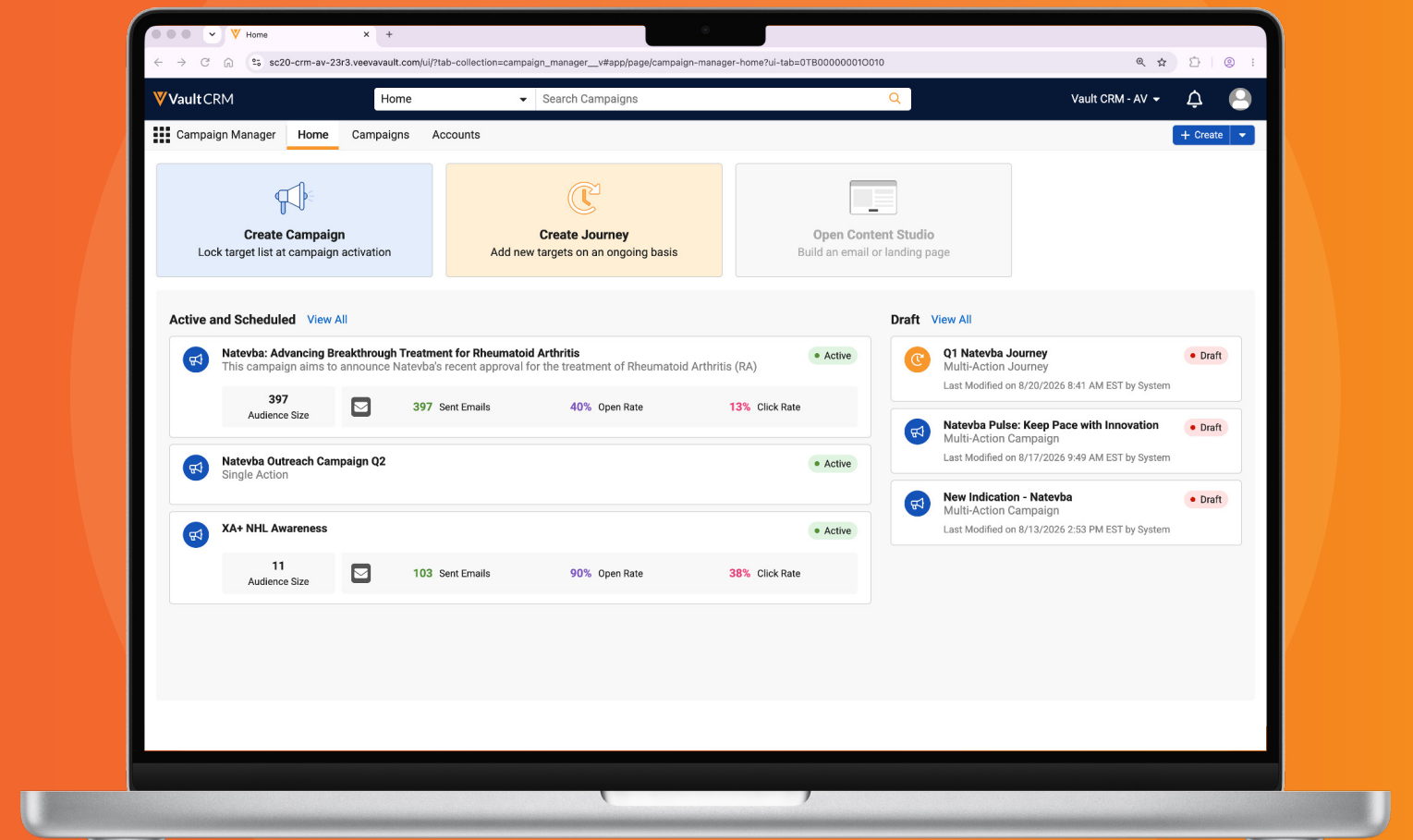


Veeva Vault CRM Campaign Manager Campaign Manager Innovation Guide



Overview

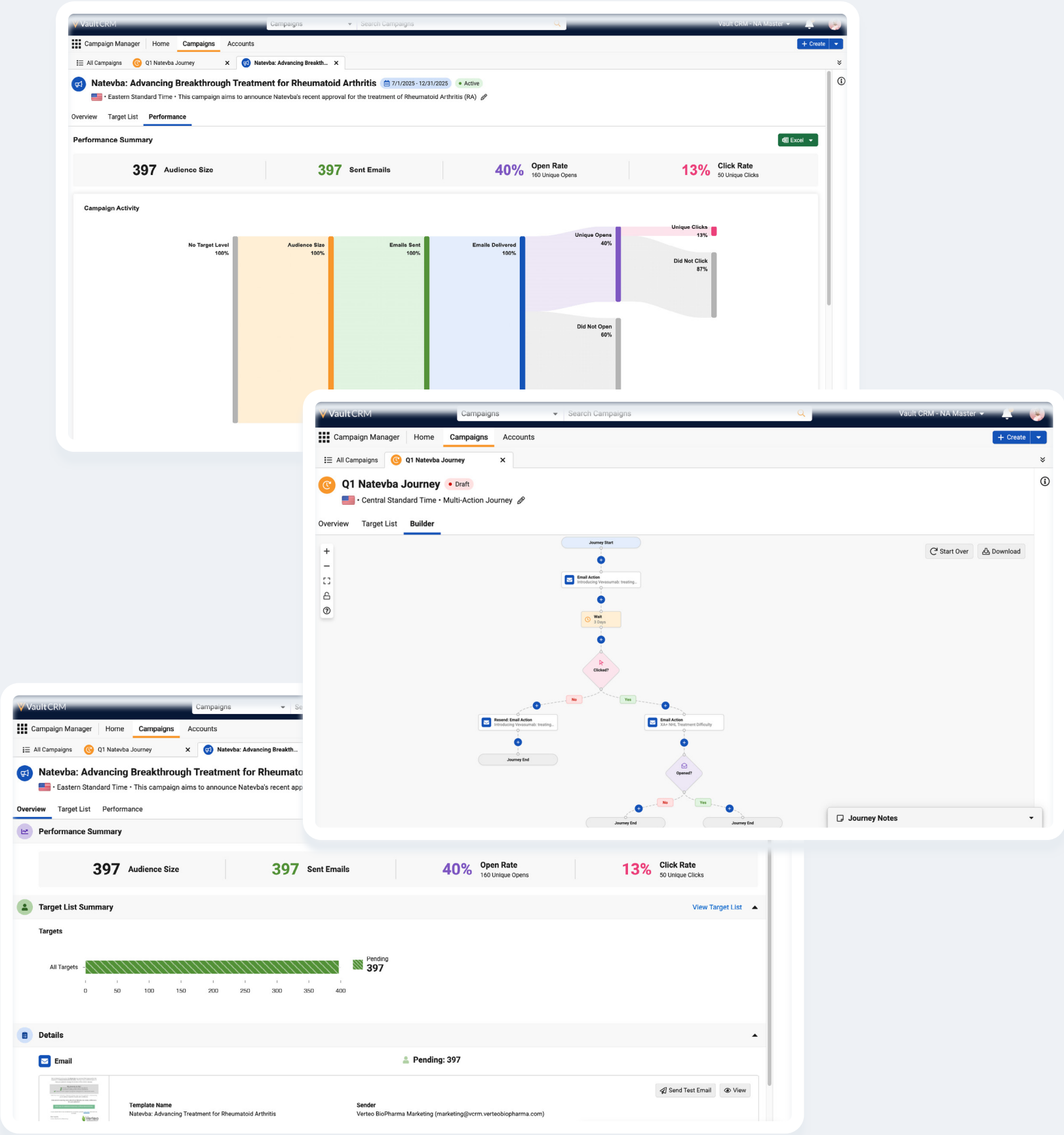
Veeva Vault CRM Campaign Manager

is the only deep application built for life sciences marketers to orchestrate HCP journeys across digital, field, and events channels—delivering more tailored, relevant customer experiences.

Marketers can execute omnichannel campaigns at scale using a set of industry-specific capabilities:

- Point-and-click segmentation of audiences from CRM and deep life sciences data
- Integrated content workflows for fast and compliant messaging
- Multi-action journeys that span digital, field, and events
- Conversational marketing that enables agentic two-way conversations with instant, compliant answers to HCPs

Built within Vault CRM, Campaign Manager eliminates custom integrations and allows marketers to access data and content from a single platform.

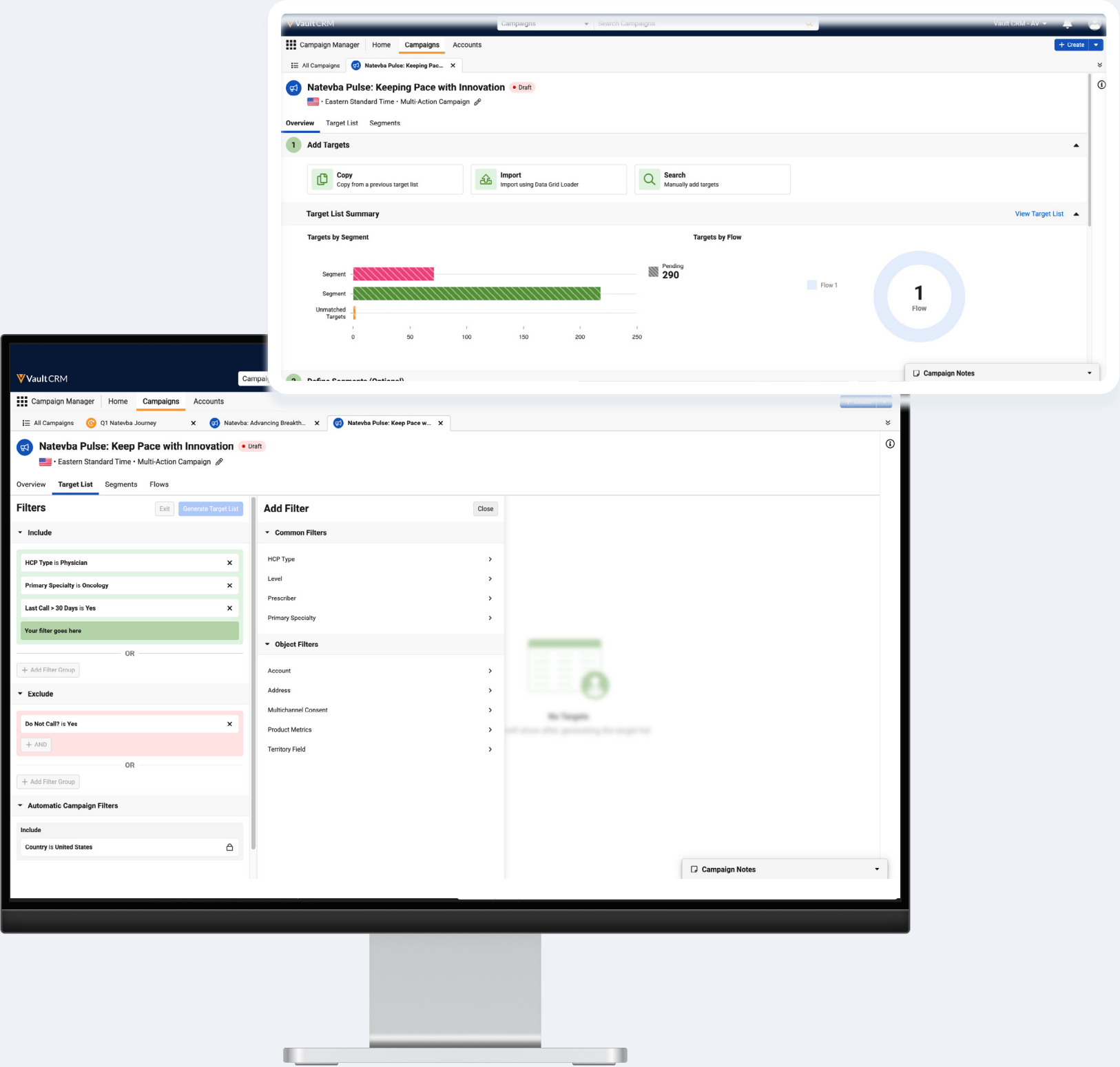


CAPABILITIES

Build Target Lists with a Single Source of Data

With Target List Builder in Campaign Manager, marketers can create precise audience segments using a single view of the customer.

Target List Builder allows marketers to combine inclusion and exclusion filters and quickly generate the right campaign audiences. Native access to Vault CRM’s rich customer database means that marketing sees the same version of the customer that sales teams see—without any custom data integrations.



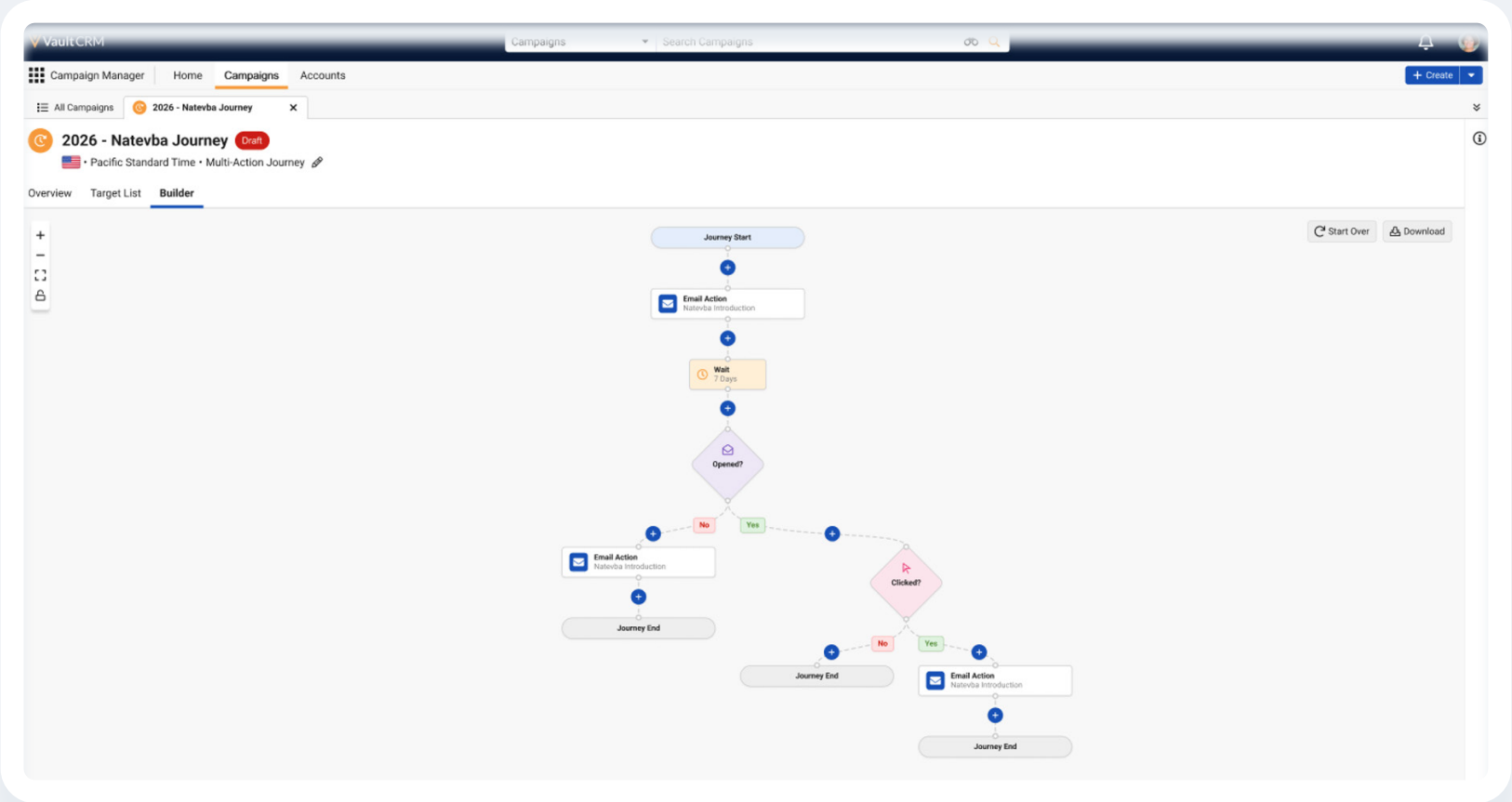
Orchestrate the Field Through Journeys that Span Channels

Marketers can create and automate customer journeys that span channels through a visual drag-and-drop Journey Builder.

They can define channel actions and branching logic in tailored flows that adapt to customer responses. Segments and branches differentiate engagement scenarios for different customer groups.

Journeys can contain any combination of channel actions, including home office email, field email, and field suggestions, with additional actions coming soon.

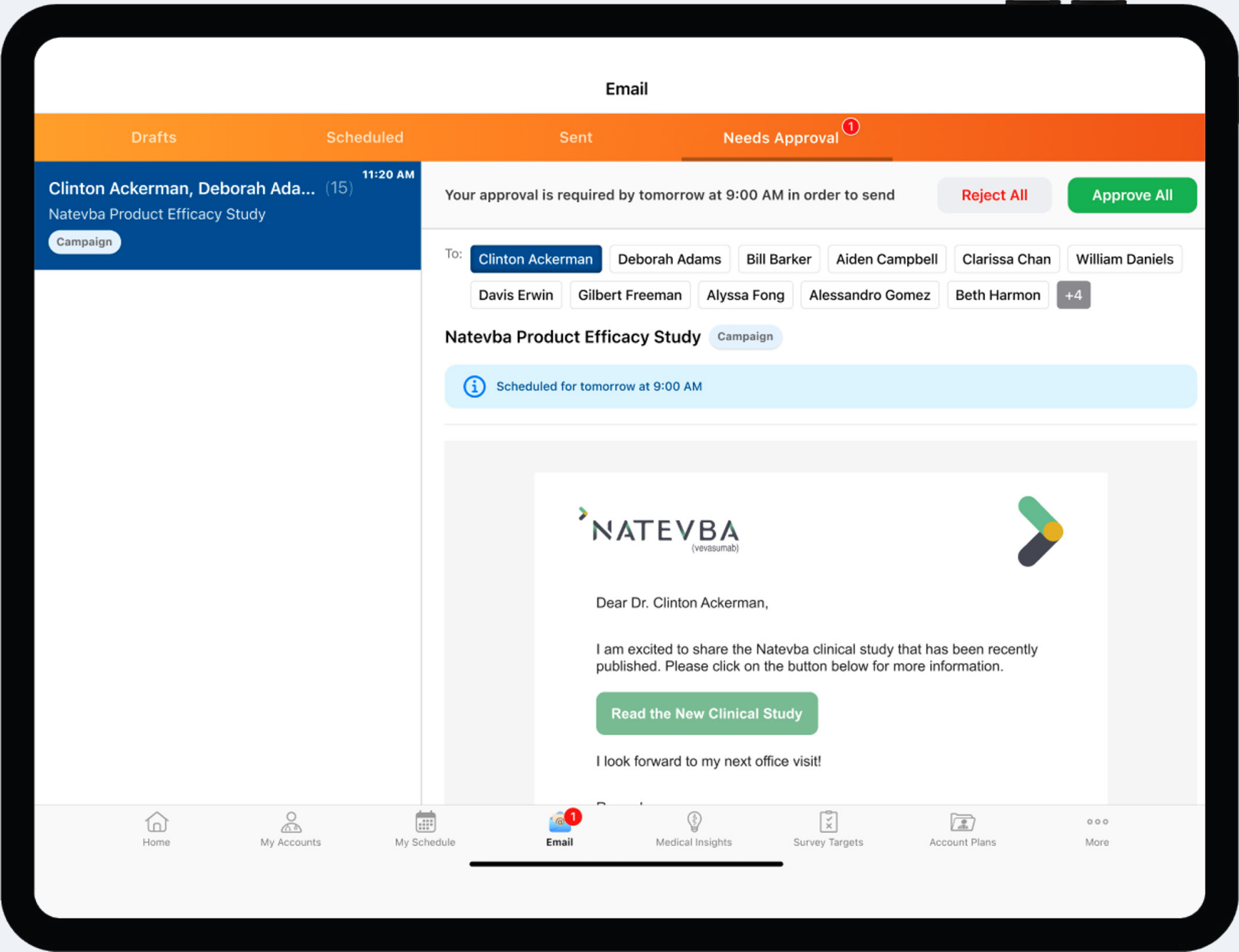
Targets are added to journeys manually in batches or via API to drive customer engagement from third-party sources, such as websites or events.



Bring Field Insights into Your Campaigns

Field actions, like field email or call suggestions, are also available in Campaign Manager journeys. Campaign Manager will identify the right field representative for each HCP to ensure the actual relationship holder delivers your message for greater campaign impact.

Field review also lets you build the field’s customer knowledge and relationships into marketing campaigns to fine-tune campaign timing. With the click of a button, marketers can turn on field review for a campaign to have field teams approve or reject emails to their customers.

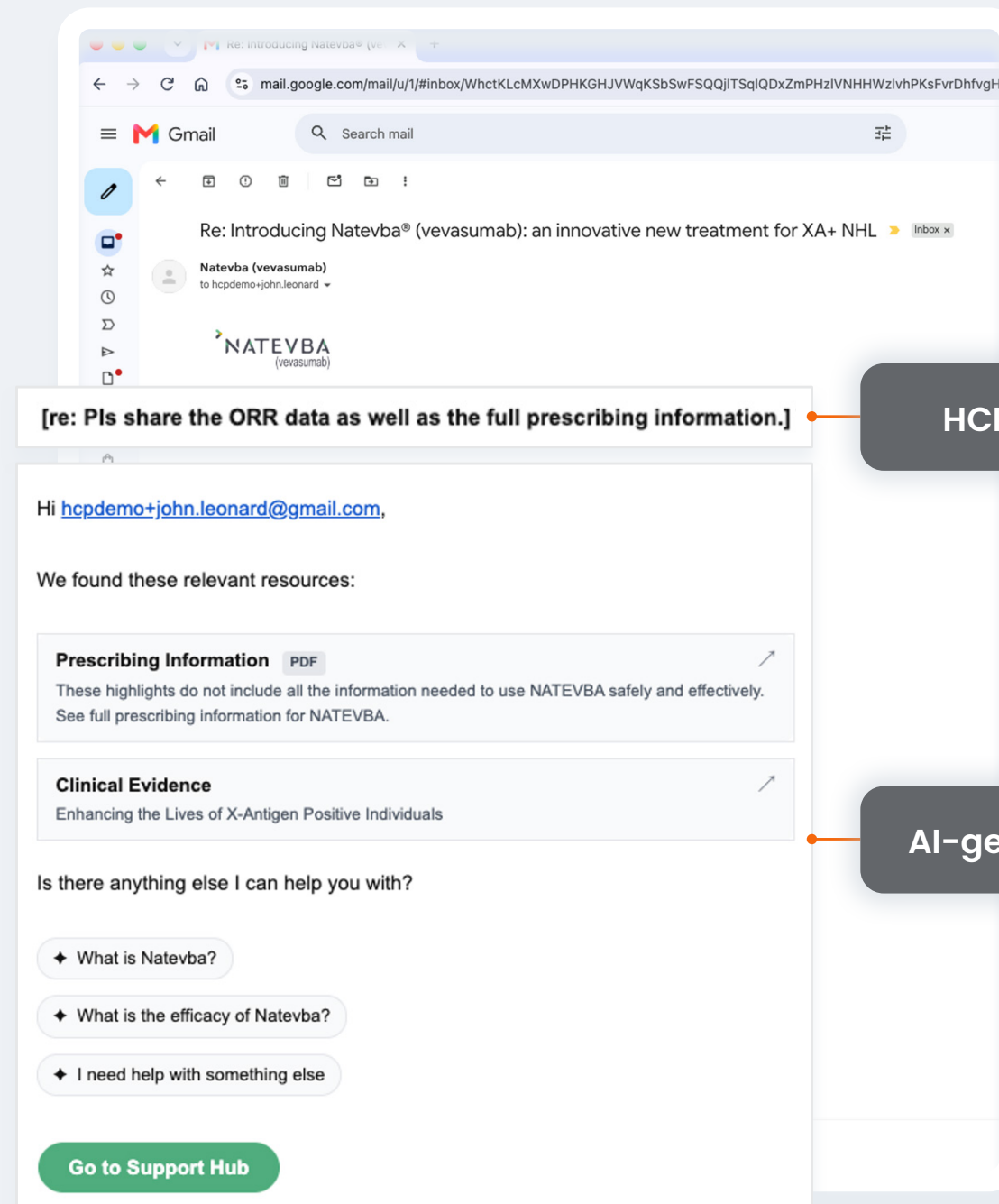


Conversational Marketing: The End of the “Do Not Reply” Era

Turn every marketing touchpoint into a two-way conversation with **Ostro Email** in Campaign Manager.

HCPs can now respond to mass emails with their questions and get an instant, compliant response powered by Ostro’s conversational AI. Every interaction is guaranteed to be compliant with no hallucinations.

With Ostro Email, you can also collect powerful **Commercial Evidence™** from campaigns—deep and actionable insights into what customers are asking about, such as treatment barriers and emerging objections. This helps remove treatment barriers at scale, improving campaign relevance and ROI.



HCP’s Reply to Marketing Email

AI-generated Compliant Response

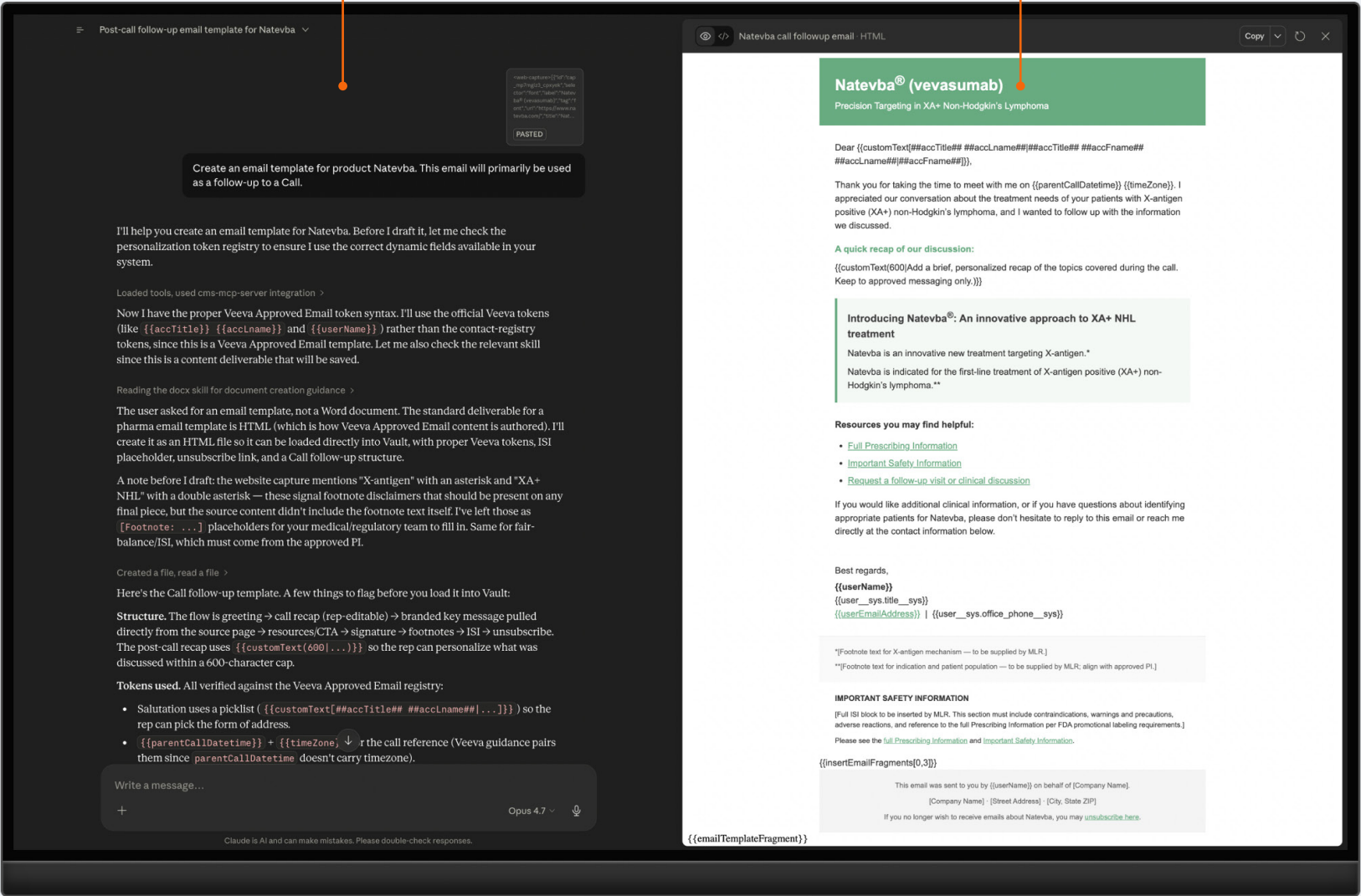
Personalize Every Campaign with Fast, Compliant Content

Ensure always compliant, personalized content with native connectivity to **Veeva PromoMats** and built-in content creation in Vault CRM’s Content Studio.

Content Studio’s visual drag-and-drop editor empowers marketers to easily create and edit content directly from within Vault CRM. It also integrates seamlessly with any LLM of your choice to generate content using AI.

Prompt with LLM to Create Content

AI-generated Content

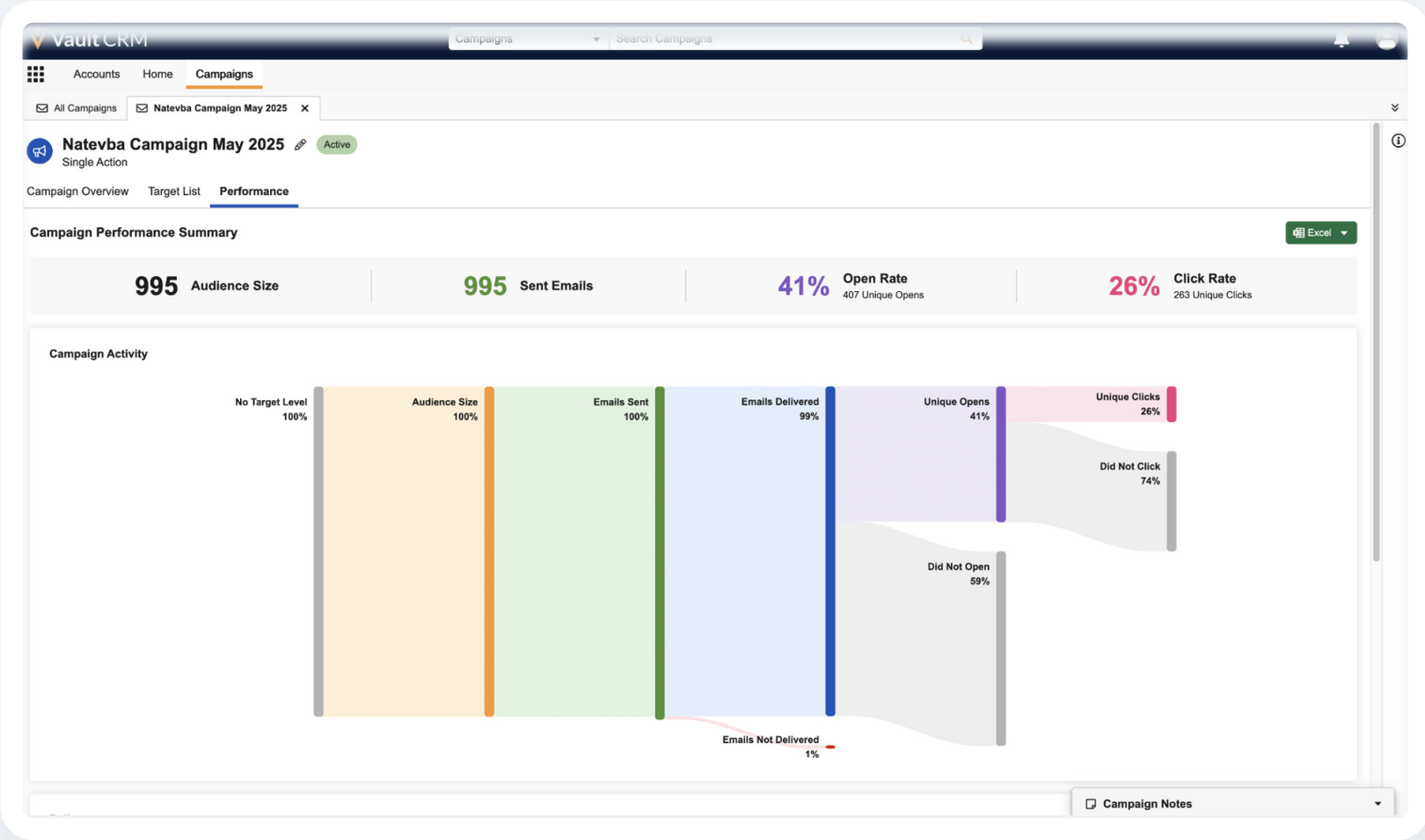


Optimize Campaigns with Real-Time Performance Data

Campaign Manager gives marketers an easy way to see all campaign performance through summarized views, such as a Sankey chart or tables showing the granular data captured from every touchpoint.

All performance metrics—from deliverability, to click rates, to bounce rates—are stored in Vault CRM in real time.

Through Vault CRM’s data lakehouse, you have easy and open access to all the data, when and how you want it.



To get the latest updates on Campaign Manager, join our Veeva product experts in the **Vault CRM Campaign Manager Community on Veeva Connect.** 

ABOUT US

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest biopharma companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves.

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