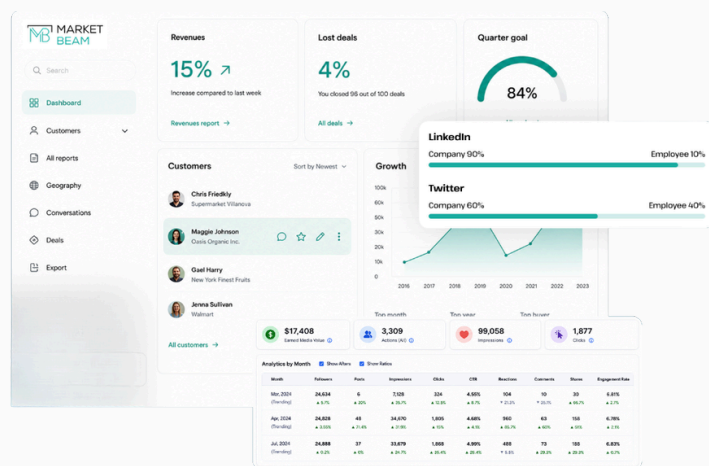


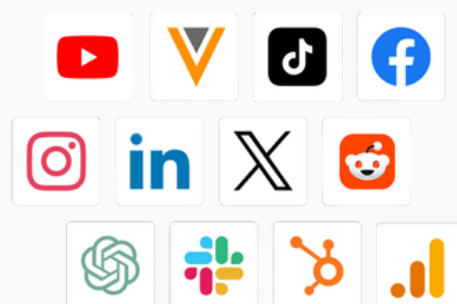
The Only Compliance-Driven Social Media Management Platform for Life Sciences



MarketBeam is the only comprehensive, compliant social media management platform built specifically for the healthcare industry. Developed in collaboration with Veeva PromoMats, it manages the full social media lifecycle including **publishing, monitoring, analytics, and audit** in a single interface, with publishing natively integrated into MLR submission for the first time. This enables biopharma and medtech organizations to operate at digital speed while maintaining strict regulatory compliance.

At the core of the platform is AI purpose-built for life sciences social media, evaluating content before it reaches review so it clears both MLR and the social networks' own ad approval requirements surfacing risks early to reduce revision cycles and accelerate approvals, with organizations reporting up to 55% faster time to market. This **category-defining approach** earned MarketBeam, and its Founder and CEO Pushpa Ithal, recognition as a **PM360 ELITE 2026 Entrepreneur**.

Integrations



Key Capabilities



Publish

- Auto-generate compliant mockups with AI Precheck
- 1-click submission to Veeva
- Schedule and publish organic content
- Launch ads and export trafficking sheets

Monitor

- Triage comments and messages
- AI categorization and sentiment analysis
- AI-powered AE detection and PV reporting
- Respond with pre-approved response guides

Amplify

- Employee advocacy and rep engagement
- KOL and influencer program management
- Approved content sharing across personal networks
- Executive and leadership amplification

Advanced Analytics: real-time performance insights

Audit: Collecting & Organizing data for Reconciliation and Audits



AWARD-WINNING INNOVATION

Award-Winning AI for Social Media LifeScience Precheck



PM360 Elite 2026 Winner

Recognizing Entrepreneurial Excellence in Advancing Life Sciences Marketing Through Innovation



1000+

Disease State Profiles



2,000+

Label & Product Information



15+ Years

FDA Warning & Untitled Letters for Social Media

What Powers the AI



Regulatory Bodies

FDA & FTC guidance and enforcement focus



Social Media Guidelines Included

Covers major platforms including LinkedIn, Meta, X, Youtube, TikTok and more



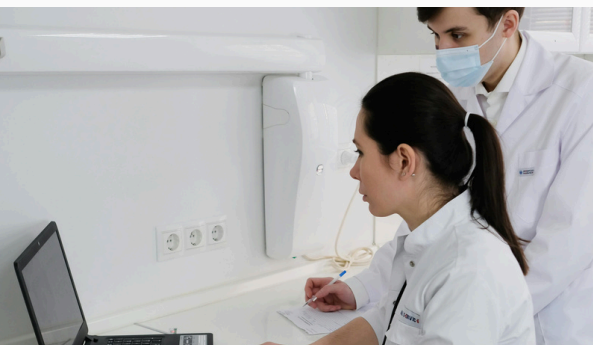
Brand & Corp Guidelines

Internal policies, brand voice, and approved content standards

CASE STUDY

From Regulatory Crisis to Social Media Confidence

How a Global Specialty Pharma Leader Built a Future-Proof Social Media Program with MarketBeam



Problem

A global specialty pharma company faced FDA enforcement action, including criminal charges against senior leadership for communications compliance failures.

A new executive team inherited a broken, email-based review process with no audit trail, under a consent decree requiring MLR and Executive Copy Clearance on all content.

Solution

MarketBeam embedded MLR and ECC into one enforced workflow, fully synced with Veeva PromoMats, so nothing reached a channel without full sign-off. True-to-life post previews showed exactly how content would look before it went live, cutting out the back-and-forth of reviewing decks instead of real posts. Comment blacklisting kept trolls off public channels, and Amplify gave leadership a compliant way to publish under their own names, the confidence boost that took the team from LinkedIn alone to a full executive-backed social presence.

Results

60%+

Review Process
Efficiency Gain

2

Organic Channels
(LinkedIn +
Instagram)

100%

Review Stages
Auditable in-Platform

Amplify

Executive Voices
Activated on Social



Launched Instagram for the first time

Same enforced MLR + ECC workflow, extended with zero new risk.



LinkedIn comments turned on with confidence

Comment blacklisting suppresses trolls automatically, before they post.



Executives activated on social via Amplify

Every executive post pre-approved through MLR and ECC before it goes live.

[WATCH VIDEO](#)

