

PRODUCT SHEET

Veeva Link

Veeva Link is a suite of data applications that provides deep data to life sciences companies. It is used across a number of areas, including medical, marketing, sales, and market access.

Veeva Link Key People provides deep data about KOLs and software to view it.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva Link Key People	2020	Mature	100+

PRODUCT SHEET

Link Key People

Link Key People provides deep data about key opinion leaders (KOLs) and software to surface relevant insights. Medical and commercial teams use the product to identify KOLs, view their activities, and receive notifications. Analytics teams use Link data to inform targeting and segmentation.

Curated KOL profiles include publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, and news mentions. Data is sourced from over 250k public sources, including PubMed, conference websites, and social media feeds.

Customers access the data via a web application, mobile app, APIs, and connectors to CRM and Events Management. The product is available across 85+ countries and all major therapeutic areas.

Announced	2020
Status	Mature
Customer type	MedTech, Enterprise Pharma, Biotech
Customers	100+
Platform	Link
Integrations	Lives with Link Key Accounts, Link Medical Insights, Link Workflow Connected with CRM and Events Management Connected via Veeva ID and CDA with OpenData, Compass, Pulse