PromoMats

Ensuring End-to-End Commercial Content Compliance

Veeva PromoMats is a comprehensive solution for compliant, commercial content management. Automating the end-to-end process, PromoMats provides better compliance and faster availability with accelerated creation, approval, and distribution of commercial content across the digital supply chain. Delivered in the cloud, it is instantly accessible to all teams— simplifying collaboration and enabling global asset sharing to deliver greater brand alignment and control runaway costs. Supporting Veeva customers with deep domain expertise and an extensive peer network, PromoMats is more than software—it's a complete solution.

Benefits

Better Compliance

Powerful referencing capabilities, core claims management functionality, and an extensive reference library ensure that your content is always accurate and compliant

Speed to Market

An intuitive interface, AI agents, and content workflows tailor-made for life sciences let you streamline creation, approval, and distribution of content, helping accelerate time-to-market.

Streamline Omnichannel Execution

Built-in digital asset management with modular content capabilities enables content reuse and consistent brand messaging across all channels for a more efficient, customer-centric approach.

Savings Realized

Most PromoMats customers have recognized a six month return on investment, and achieved efficiencies in other core content management metrics:

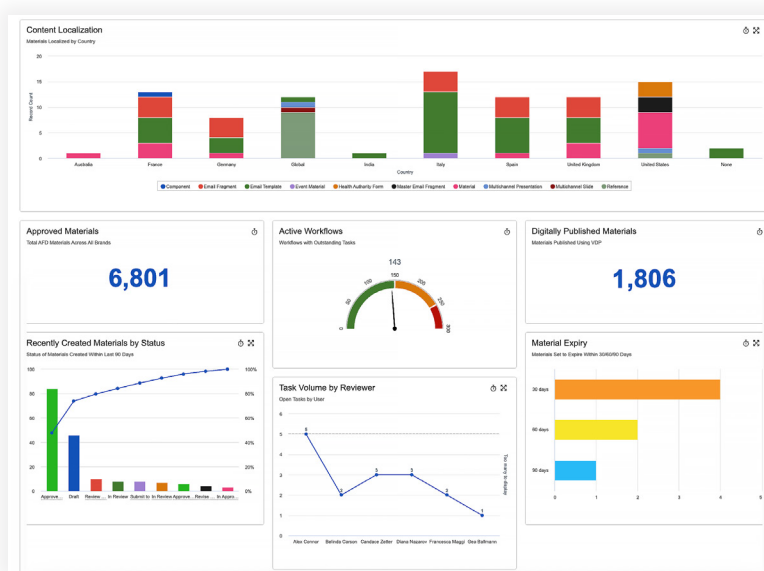**75%**
Faster content review and approval

90%
Faster claims substantiation

100%
Traceability of all assets

Features

Medical Legal Regulatory (MLR) Review

PromoMats streamlines MLR review for all asset types, including multimedia content, by delivering automated versioning, powerful search, and real-time annotations. Configurable workflow allows you to tailor approval processes to site-specific needs. Features like electronic signature and audit trail ensure accountability throughout the process.

AI-Driven Efficiency

Veeva AI for PromoMats utilizes two standard agents. The Quick Check Agent scans content using editorial, brand, market, channel, and compliance guidelines to address issues before medical, legal, and regulatory (MLR) review. The Content Agent provides context-aware insights into document text and images, answering questions, summarizing content, analyzing visuals, and drawing from Quick Check results to support more efficient review.

Seamless Integration and Security

Leveraging the open Vault API, PromoMats easily integrates with other enterprise systems. With sophisticated security, strict regulatory compliance, and flexible administrative controls, the Veeva Vault Platform replaces the multitude of antiquated and costly content management platforms with a single, cloud-based solution.

Single Source of Truth for Claims

Claims can be reviewed, approved and stored in a central claims library, searched, traced, auto-linked within your materials, reported on, and made obsolete—all at the click of a button. With advanced claims management, your claims are current and compliant, reducing your regulatory risk.

Built-in Digital Asset Management

Delivered in the cloud, PromoMats digital asset management capabilities provide a globally-accessible repository for reusable assets. The system not only stores approved content, but also saves original artwork, source files, and all content versions. The DAM capability consolidates all of your image, video, and creative files in one location, letting you quickly access and share content. Global teams can reuse approved content, tailoring or updating pieces as needed rather than developing net-new content for each use.

Data Driven Insights Across the Content Lifecycle

Flexible, self-service, time-based reporting helps identify bottlenecks and areas for process improvement. Reports include average number of review cycles by product or agency, status of items by product, agency or market, and average number of review cycles before approval. Reports are easily configurable, so users can create or adapt them to their needs. The unique "Where Used" report tracks where claims are used across commercial content.

Actionable Insights