Veeva MedTech

PRODUCT SHEET

Veeva Commercial Content

Veeva PromoMats is a regulated content management solution with agentic AI built into the application to manage commercial content across the full lifecycle of promotional content.

Veeva PromoMats is a regulated content management application that enables content creation, review and approval, digital asset management, claims management, and content strategy.

Veeva AI for PromoMats includes AI agents embedded in PromoMats to strengthen compliance, accelerate speed to market, and increase productivity. Initial agents include:

- **Quick Check Agent**: Scans content using editorial, brand, market, channel, and compliance guidelines to address issues before medical, legal, regulatory (MLR) review.
- **Content Agent**: Provides context-aware insights into document text and images, answers questions, summarizes content, and draws from Quick Check Agent to assist with document review.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva PromoMats	2011	Very Mature	100+
Veeva AI for PromoMats	2025	Early	0-10

PRODUCT SHEET

Veeva PromoMats

PromoMats is a regulated content management application that supports the full lifecycle of promotional content. It enables content creation, review and approval, digital asset management, claims management, and modular content.

Connected with CRM, PromoMats provides automatic distribution of promotional content via applications like CLM and Approved Email. Veeva's Open API allows for integration with third-party systems such as web content management or campaign management applications.

This application includes Brand Portal, a central repository that makes content easily accessible for internal users while enhancing content reuse.

Announced	2011
Status	Very Mature
Customer type	Medtech, Enterprise Pharma, Biotech, Consumer Products
Customers	100+
Platform	Veeva Vault
Integrations	Connected with CRM, RIM, and MedComms

PRODUCT SHEET

Veeva AI for PromoMats

Deep industry-specific AI agents embedded in PromoMats to strengthen compliance, accelerate speed to market, and increase productivity. Ability to create custom agents to support organization specific needs with Veeva AI built into the Vault platform.

Quick Check Agent scans content using editorial, brand, market, channel, and compliance guidelines to address issues before medical, legal, regulatory (MLR) review.

Content Agent provides context-aware insights into document text and images, answers questions, summarizes content, analyzes visuals, and draws from Quick Check Agent to assist with document review.

Announced	2025
Status	Early
Customer type	Medtech, Enterprise Pharma, Biotech, Consumer Products, Animal Health
Customers	0-10
Platform	Veeva Vault
Integrations	Requires Veeva PromoMats