

PRODUCT SHEET

Veeva Commercial Content

Veeva Commercial Content is a unified suite of enterprise content management applications for marketing and medical teams. It supports the end-to-end content lifecycle for promotional and scientific content and medical inquiry management.

The Commercial Content suite contains PromoMats and Link Key People.

Veeva PromoMats is a regulated content management application to manage the approval, storage, and distribution of promotional content.

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

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva PromoMats	2011	Very Mature	100+
Veeva Link Key People	2020	Mature	100+

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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.

PromoMats is connected with CRM for automatic distribution of promotional content via applications like CLM and Approved Email. The PromoMats API allows for integration with third-party systems such as web content management or campaign management applications.

PromoMats 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

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Link Key People

Link Key People provides deep data about key opinion leaders (KOLs) and software to view it. Medical and commercial teams use the product to identify KOLs, view their activities, and receive notifications.

Curated KOL profiles include publications, clinical trials, conferences, associations, guidelines, grants, payments, social media, and news mentions as well as patient mix by disease and drug class in the US. 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