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, Biotechh
Customers	100+
Platform	Link
Integrations	Connected with CRM and Events Management Connected via Veeva ID and CDA with OpenData