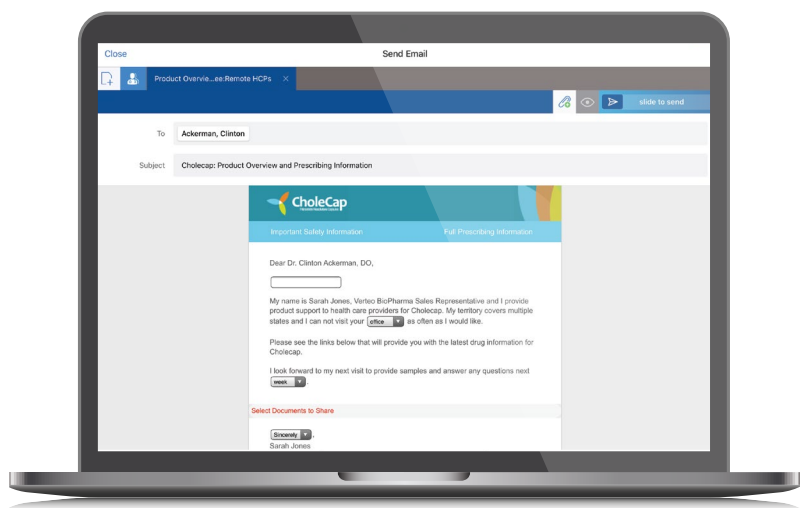
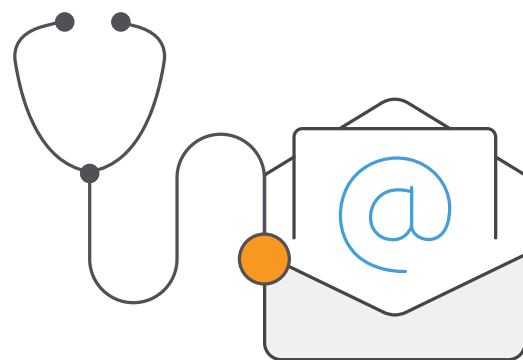


Veeva OpenData Email

Reach More Healthcare Practitioners (HCPs) with Reliable Emails

Connecting with prescribers on their terms means putting your message within easy reach. You need trustworthy HCP email addresses just to start the conversation. After all, if your email isn't delivered, neither is your content.

Veeva OpenData Email delivers over one million prescriber email addresses giving you an essential foundation for multichannel communications. And with email addresses always accessible in Veeva CRM, you can connect customers with content faster than ever before.



Key Business Benefits

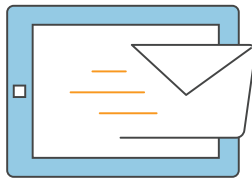
- **Better Campaign Results** from emails that don't bounce back
- **Broader Reach** with improved access to low-see and no-see physicians
- **Coordinated Customer Experience** from in-office visits to digital engagement

Solution Features

Higher Deliverability

Ethical sourcing, continual stewardship, and verified permissions give you HCP emails that are consistently deliverable. CAN-SPAM guidelines are scrupulously followed to increase trust. Veeva OpenData handily outperforms typical physician email lists—in one customer’s case, improving deliverability by more than 200%.

Deliverability improved by 200%



Instant Access

Clean, current, accurate email addresses are provided within Veeva CRM, where sales and marketing can easily get them and use them.

Simple Pricing

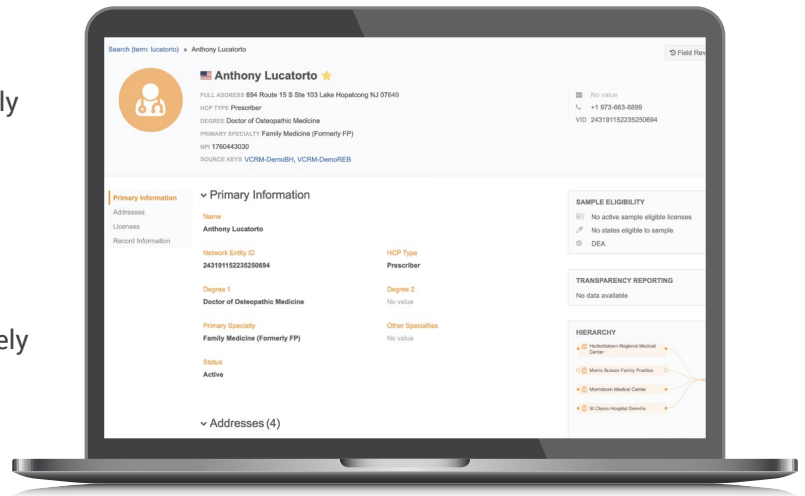
Company-wide access to license-once-use-anywhere email addresses reduces costs across teams. Simple, predictable pricing helps you manage your budget wisely while eliminating surprises.

Compliant Email

Account executives and brand teams can send personalized, compliant email directly from Veeva CRM Approved Email, to deliver pre-approved content without delay.

Flexible Use

Veeva OpenData Email can be used in conjunction with your own email service provider or data management platform. Veeva OpenData Services will match your customer and prospect files to enhance and update HCP email addresses, and provide guidance to improve program performance.



Veeva OpenData

Veeva OpenData delivers the right customer data, right where it’s needed. Veeva OpenData provides comprehensive records for healthcare professionals (HCP), healthcare organizations (HCOs), and their affiliations. Data is sourced from reputable government and industry organizations, and verified by Veeva stewards, ensuring the highest levels of quality and coverage. Designed with a global view, Veeva OpenData provides a consistent standard of quality and service across all worldwide markets. For more information, visit www.veeva.com/opendata.