

Veeva CRM Approved Email

Global biopharmaceutical company

Achieves 60% email open rates

Impact



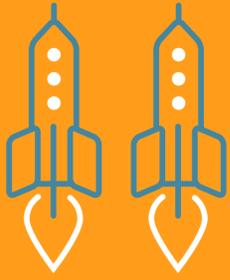
Compliant email capabilities for **300 reps** across the US, Europe, and Australia

3x

Three times higher email open rates than the industry average

Challenge

EXPAND REPS' ABILITY TO REACH CUSTOMERS THROUGH THEIR PREFERRED CHANNELS



Supplement face-to-face interactions before **two blockbuster drug launches**



Enable **compliant digital engagement** across **brand, medical, and sales teams**

“Veeva CRM Approved Email opened a new channel for our reps to **connect more with customers** and **keep them informed at each stage of our product launches.**”

Director of Global Commercial Solutions

Veeva CRM Approved Email

Results



Stronger compliance

1-day turnaround for compliant email templates



Increased sales performance

30% more customer interactions



Tailored HCP experience

60% email open rates