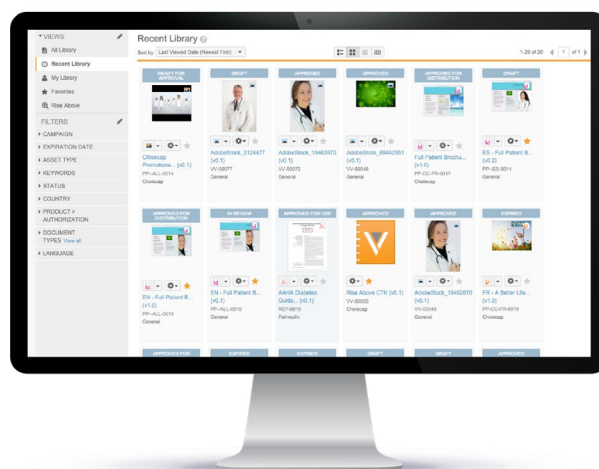


Veeva PromoMats

Take Ownership of Your Content with Digital Asset Management Built for Life Sciences

Veeva PromoMats' digital asset management (DAM) enables emerging and mid-sized life sciences companies to have full control over their promotional materials. With a single solution for storing and sharing approved assets, teams can accelerate the creation, review, distribution, and reuse of sophisticated digital content.



Benefits

Veeva PromoMats DAM features provide a single-source-of-truth for digital content, giving brand teams ownership of all source files and driving content reuse across tactics and agencies.



Own Your Source Files

Veeva PromoMats stores all original assets as native files, so marketing teams can have full control of content from creation through distribution and reuse – regardless of whether they're collaborating with internal colleagues or agencies. When moving between agencies, teams avoid paying for assets they've already invested in, enabling them to maximize the ROI of their content efforts.



Drive content reuse across teams and agencies

Veeva PromoMats' collaborative user interface makes it easy for marketing teams to share content and drive reuse across teams, agencies, and tactics, helping them save time and money. Veeva PromoMats even lets teams share assets to non-Vault users with the "send as link" feature.



Maintain a single-source-of-truth for digital assets

Veeva PromoMats supports all digital content types, including images and videos. Teams can instantly access and download files directly from Vault without having to move content between other applications. Veeva PromoMats also lets users publish and withdraw content to a variety of channels from directly within Vault – ensuring teams use only the latest and greatest content.

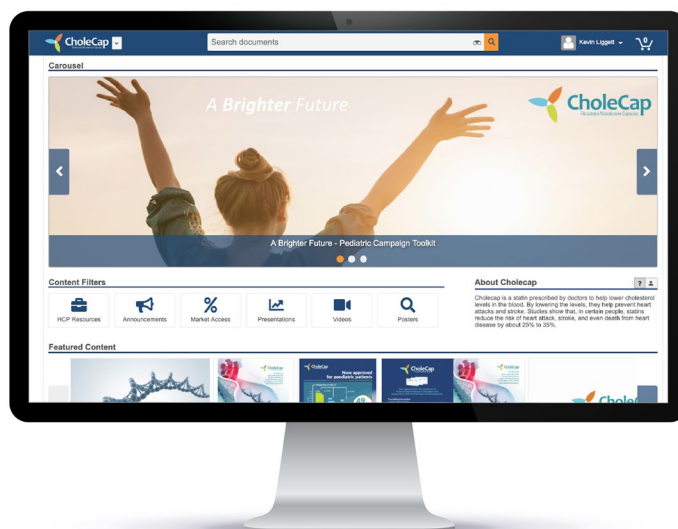
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Key Features

Veeva PromoMats Brand Portal

Providing a “storefront” for the brand, Veeva **PromoMats Brand Portal** gives brand managers a simple, elegant interface to promote approved content.

- Showcase top assets
- Increase content reuse
- Ensure teams use approved content
- Improve brand alignment



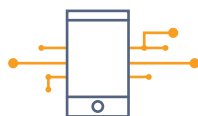
Veeva PromoMats Digital Publishing

Digital Publishing allows users to distribute and update content with a single click to any channel, including multichannel Veeva CRM, web, and other digital channels. Users can easily publish approved content, trace it back to the source, and automatically withdraw obsolete content when it expires.



Powerful Rights Management

Veeva PromoMats provides a best practice rights management configuration that includes metadata, workflows, automated asset expiry, and asset governance to ensure that users have access to the right assets for the appropriate purpose.



Application Integration

Veeva PromoMats facilitates collaboration and compliance with native integration to Veeva CLM, Approved Email, and Engage. It provides a robust API enabling integration outside of the Veeva Commercial Cloud. The Vault API supports best-in-class functional breadth with a modern, reliable, cloud-based architecture.



Content Performance Reporting

Veeva PromoMats provides a consolidated dashboard of content across all channels, producing actionable insights that teams can adjust to meet their content marketing strategies.

To learn more about how DAM can help your emerging life sciences company, contact your account executive or Jeff.Gorski@veeva.com