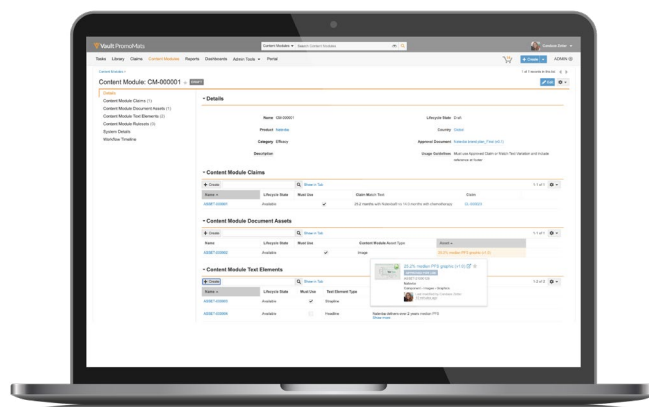# Veeva Vault PromoMats

Modular Content for Life Sciences

Accelerate commercial content at scale

Marketing content volume is increasing 28% annually, adding pressure for life sciences organizations to deliver highly personalized and compliant content faster.

Adopting a modular content strategy allows organizations to create compliant, commercial content faster and at scale.

What is Modular Content?

Modular content is the process of assembling and reassembling pre-approved content blocks (or "modules") into various types of content for use across regions and channels.
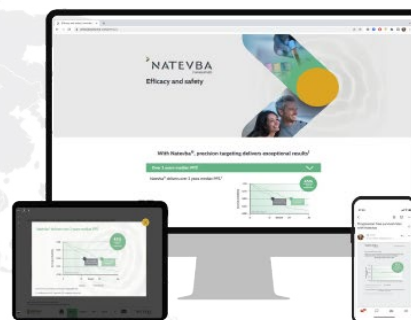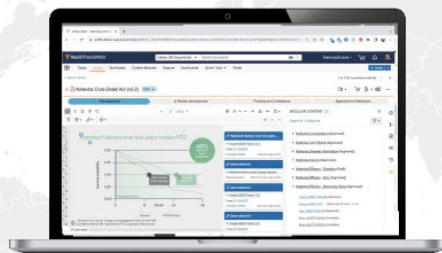
Content Reuse

Drive reuse of content with pre-approved content modules

Faster MLR

Speed up MLR by identifying previously approved content

Insights

Track content modules and measure efficiency

Driving Speed with Modular Content

The modular content feature within Veeva Vault PromoMats enables you to:

- **Create relevant content at scale:** Marketers can choose from a library of pre-approved channel-agnostic content modules to create content faster and at scale

- **Dramatically faster MLR:** Reviewers can quickly identify which parts of the asset were already approved, making the approval process more efficient.

- **Increase content reuse** by 30-50% and reduce the cost to create content

Impact of a Modular Content Approach

50%+	**75%**	**20%**
increase in average speed to market	of content is approved in one review cycle	reduction in the cost to create content

Learn more about Modular Content ▸

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit www.veeva.com.