

# Real-time Customer Intelligence

Veeva Link enables more relevant engagement with key people

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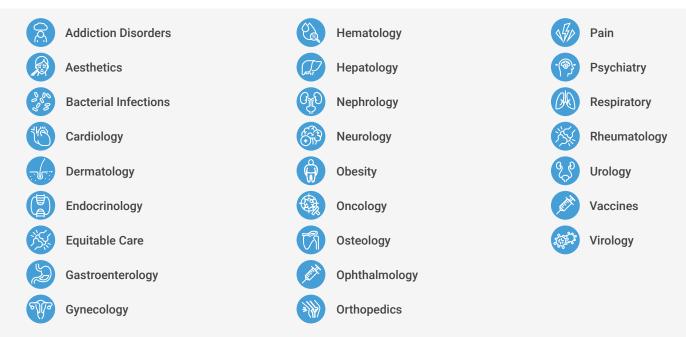
What do you really know about the key people in your medical and scientific landscape? With Veeva Link, it's possible to gain a complete view of your customer – their research, what trials they work on, what experts they engage with, how they think about brands, and even their Twitter activity. Veeva Link Key People brings all this information together in real time to power value-driven interactions.

#### **Business Benefits**

- Find the right people identify and prioritize all relevant scientific, digital, and community leaders
- Stay up to date keep track of their scientific and digital activities with deeply curated customer profiles, a real-time newsfeed, and weekly update emails
- Personalize engagements find new opportunities to engage and leverage the most relevant talking points

### Tailored to your disease ecosystem

Veeva Link Key People provides insights on experts in many different therapeutic areas.



## **Features**

#### Deeply curated profiles

- Data accuracy and coverage enabled by years of machine learning and validated by 1,800+ experienced data curators
- Scientific publications updated daily

#### Unique datasets

- Unrivaled depth and breadth covering 500,000+ local and national congresses and 75,000+ associations
- Career highlights and activity over the last 10 years

#### **Global footprint**

- Market insights tailored for each region across 85+ countries
- Data curators are native speakers ensuring nothing is lost in translation
- Global, regional, and local event information captured months ahead of time

#### Seamless integration across Veeva products

- Real-time intelligence using account and territory views
- Tailored information and compliant data views in Veeva CRM for both medical and commercial teams
- Common data architecture enables seamless connections
  with other Veeva products

#### Secure, rigorous compliance

- Publicly available data sources and carefully controlled data access
- Purchased data in compliance with all applicable privacy and data protection laws
- Meets highest security standards and GDPR requirements
- Low impact on IT and administrative resources

## Insights on Key People

Identify recognized and emerging experts, including scientific, digital and community leaders, and gain a more nuanced understanding of the therapeutic area ecosystem.



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