

PRODUCT SHEET

Veeva CRM Pulse

Pulse provides quarterly HCP access and multichannel engagement metrics derived from activity data generated by Veeva CRM and Vault CRM. Commercial operations and analytics teams use Veeva Pulse to improve segmentation and targeting.

Pulse is privacy-safe and data is provided for groups of five HCPs (called a brick) that are similar in overall access within a country and specialty. Five metrics are delivered as averages for the brick: calls, video calls, sent emails, opened emails, and number of companies with access.

Pulse is licensed by region and includes national, specialty and brick level data.

Announced	2025
Status	Early
Customer type	Enterprise Pharma, Biotech
Customers	1–10
Platform	Pulse
Integrations	Connected via Veeva IDs with OpenData, Link, Compass