

PRODUCT SHEET

Veeva PromoMats

PromoMats is a regulated content management application that supports the full lifecycle of promotional content. It enables content creation, review and approval, digital asset management, claims management, and modular content.

Connected with CRM, PromoMats provides automatic distribution of promotional content via applications like CLM and Approved Email. Veeva's Open API allows for integration with third-party systems such as web content management or campaign management applications.

This application includes Brand Portal, a central repository that makes content easily accessible for internal users while enhancing content reuse. PromoMats automatically generates eCTD compliance packages for post-marketing and pre-clearance submission to the FDA.

Announced	2011
Status	Very Mature
Customer type	Enterprise Pharma, Biotech, MedTech, Consumer Products
Customers	100+
Platform	Veeva Vault
Integrations	Connected with CRM, RIM, and MedComms