PRODUCT SHEET

Veeva Commercial Content

Commercial Content is the system of record for regulated content management with agentic AI to manage commercial content across the full lifecycle of promotional content.

Veeva PromoMats is a regulated content management application that enables content creation, review and approval, digital asset management, claims management, and content strategy.

Vault AI in PromoMats is an agentic framework that allows custom agents to be created and embedded directly in PromoMats, alongside standard agents designed to automate compliance checks, answer document questions, and build claims libraries.

Veeva Falcon MLR brings agentic automation to marketing teams, MLR groups, and agencies. By automating the review of promotional and medical material and conducting rigorous compliance checks against local regulations and approved labels, it frees reviewers to focus on more nuanced and high-value work.

PRODUCT	ANNOUNCED	STATUS	CUSTOMERS
Veeva PromoMats	2011	Very Mature	100+
Vault AI in PromoMats	2025	Early	11–50
Veeva Falcon MLR	2026	Early	0–10

PRODUCT SHEET

Veeva PromoMats

PromoMats is the system of record for regulated content management, supporting the full lifecycle of promotional content. It enables content creation, review and approval, digital asset management, claims management, and content strategy.

Connected with CRM, PromoMats provides automatic distribution of promotional content via applications like CLM and Approved Email. Through Vault AI capabilities and Agentic MLR™, the material review process is automated for agency, marketing, and MLR teams. Veeva's Open API allows for integration with third-party systems such as web content management or campaign management applications.

This application includes Digital Asset Management and 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, Animal Health
Customers	100+
Platform	Veeva Vault
Integrations	Connected with CRM, RIM, and Vault Medical

PRODUCT SHEET

Vault AI in PromoMats

Vault AI in PromoMats is an embedded suite of secure, purpose-built AI agents designed to automate compliance checks, answer document-specific questions, and streamline the medical, legal, and regulatory (MLR) review process.

Organizations can also build their own custom agents to address unique operational and brand-specific needs.

Standard agents include:

- **Quick Check Agent:** Scans content using editorial, market, channel, and compliance guidelines to address issues before MLR review.
- **Content Agent:** Provides context-aware insights into document text and images, answers questions, summarizes content, and draws from Quick Check Agent to assist with document review.
- **Claims Agent:** Enhances substantiation by identifying and matching contextual claim variations to streamline Claims Library creation and support compliant referencing.
- **Vault AI Tab:** Provides a global, conversational search experience across your entire Vault—acting like an internal assistant that understands your proprietary data model to answer open-ended questions and instantly retrieve cross-document insights.

Announced	2025
Status	Early
Customer type	Enterprise Pharma, Biotech, MedTech, Consumer Products, Animal Health
Customers	11–50
Platform	Veeva Vault
Integrations	Requires Veeva PromoMats

PRODUCT SHEET

Veeva Falcon MLR

Veeva Falcon MLR brings agentic automation to marketing teams, MLR groups, and agencies. By automating the review of promotional and medical material and conducting rigorous compliance checks against local regulations and approved labels, it frees reviewers to focus on more nuanced and high-value work.

Agentic MLR™ will significantly accelerate content review and could reduce the manual effort of MLR labor across the industry by 70% or more within five years.

Announced	2026
Status	Early
Customer type	Enterprise Pharma, Biotech, MedTech, Consumer Products, Animal Health
Customers	0–10
Platform	Veeva Falcon MLR
Integrations	PromoMats and Vault Medical