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	11–50
Platform	Veeva Falcon MLR
Integrations	PromoMats and Vault Medical