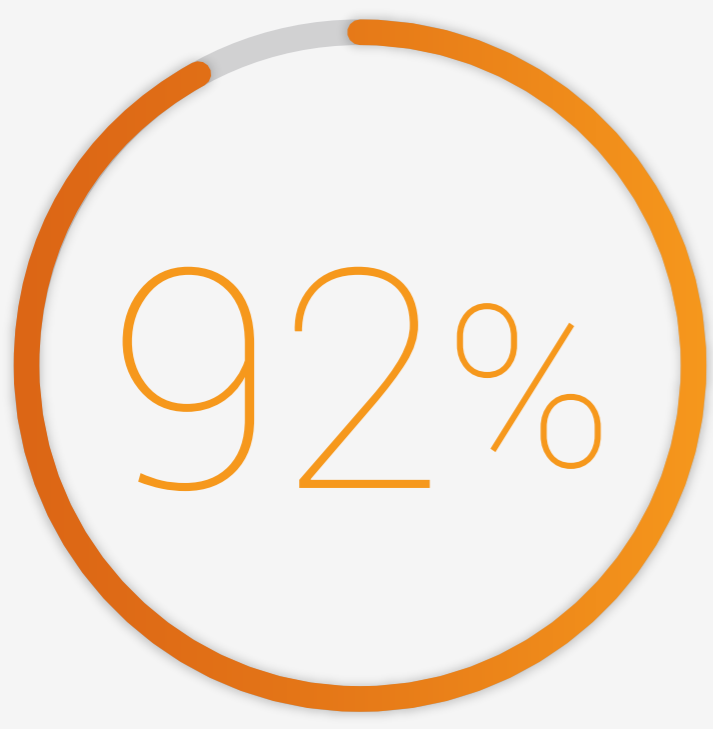




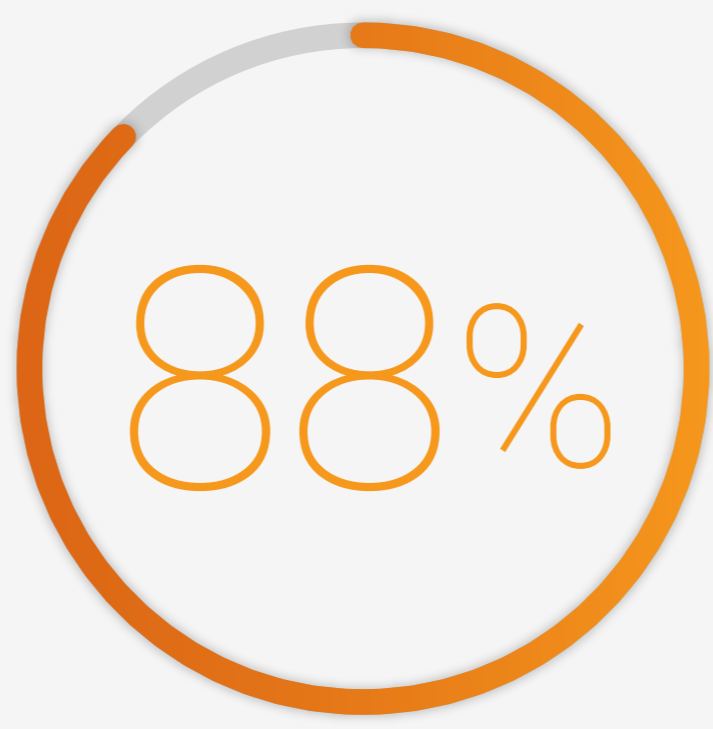
# Measuring the Impact of Real-Time Customer Intelligence

A top pharma company builds stronger relationships with thought leaders

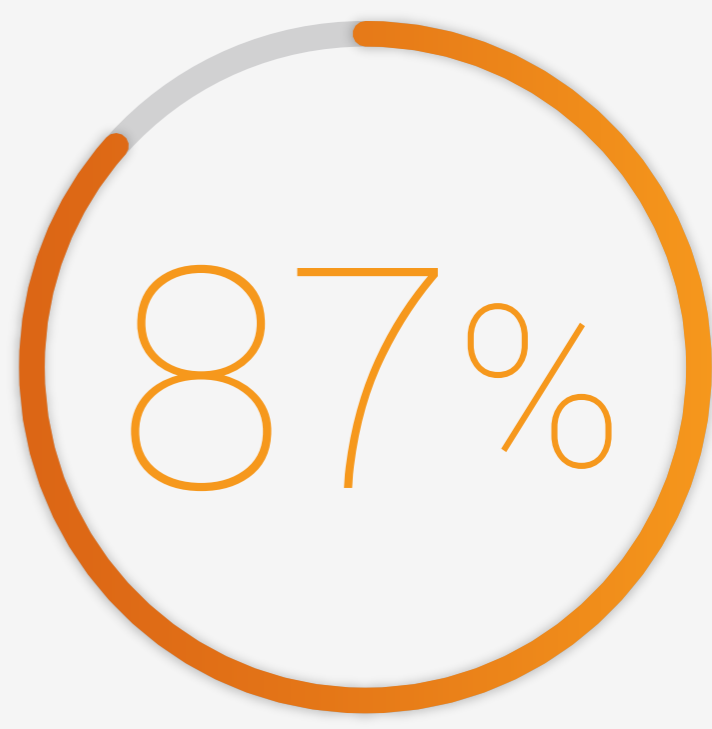
*MSLs improved scientific engagement with medical experts using Veeva Link<sup>1</sup>*



Gained new information



Improved interactions



Found new experts



of MSLs agree that medical expert profiles in Link Key People are reliable and accurate



"I'm a raving fan of this data. I have a high-level of confidence in it."



"I surveyed my team and most are using it daily. It saves us significant time and speculation."



"Link puts all of the pieces together for me; it's a really helpful pre-call tool."

## *Rapidly Identify the Right Experts*

25

Therapeutic areas

700K+

Local and global congresses

80K+

Scientific associations

## *Gain New Insights on Digital Opinion Leaders*

320M+

Social media posts

650K+

LinkedIn, Instagram and TikTok handles

1.7M+

YouTube videos

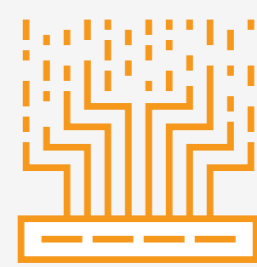
## *Deeply Curated Profiles at your Fingertips*



Market insights tailored for each region across 85+ countries



Seamlessly integrated across Veeva solutions



Enabled by advanced technologies and validated by 2,000+ data curators

*10 of the top 10 pharma companies choose Veeva Link Key People*

See how Veeva Link can help you identify and prioritize key medical experts and foster high-value interactions.

[View a demo](#)



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<sup>1</sup> Based on October 2020 survey results conducted by Veeva Link at a top 10 global pharmaceutical company.