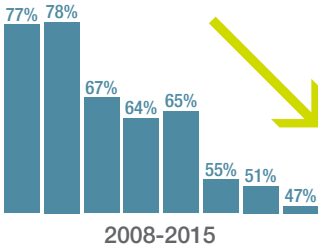


HCP access is declining



veeva

58%



want additional
information by email

veeva

Source: What Physicians Want, Publicis Touchpoint Solutions, 2014.

The cost of noncompliance

×

\$500 million
to **\$3 billion**

veeva

Source: Wikipedia – List of largest pharmaceutical settlements.

Veeva customers
average

40%

open rate



with Approved Email

Veeva

Results using Approved Email



average click
through rate

6x higher

than the industry average

Veeva



8 out of the top 10
pharmas use

veeva CRM
Approved Email