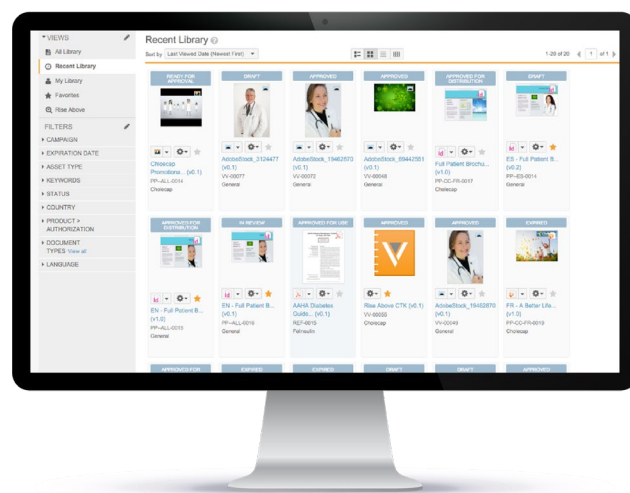# Veeva PromoMats

Complete Digital Asset Management Built for Life Sciences

Veeva PromoMats is designed specifically to accelerate the digital supply chain for life sciences companies dealing with sophisticated digital content. Veeva PromoMats' digital asset management features provide a single solution for storing, searching, and sharing approved assets, enabling global content management and reuse.

By providing an enterprise repository for storing, tagging, searching and sharing approve digital assets, Veeva PromoMats dramatically improves marketing productivity, increases brand efficiency, and delivers content faster.

The reports and dashboard within Veeva PromoMats provide real-time insights into content consumption, enabling organizations to view activity and measure the success of their campaigns. A built-in "Where Used" report provides visibility to every piece of content that uses a digital asset, enabling quick find and replace of digital assets for fast updates across the enterprise.

Veeva PromoMats is the only life sciences-specific application that combines digital asset management (DAM) with review and distribution capabilities for end-to-end speed and compliance.

Life Sciences-Specific Workflows

The commercial content legacy for Veeva spans 14 years of experience which is now built into Veeva PromoMats workflows as delivered—providing improved efficiencies for the marketing and review teams.

Global and Local Brand Management

Veeva PromoMats offers a collaborative user experience for both global and local marketing teams. Real-time online collaboration provides fast and simple file sharing and storage.

A Central Hub for Creative Assets

Veeva PromoMats supports all digital content types. Veeva PromoMats stores all original assets, including images and videos, as native files—so when an item needs to be modified or translated, all the required artwork is instantly available for download.

Core Features

Brand Portal

Providing a "storefront" for your brand, Brand Portal gives brand managers a simple, elegant interface to promote key content. Users can view featured content in the carousel and access materials that are specifically targeted to their needs. Content filters allow your users to quickly search assets, make decisions, and add materials to their "shopping cart" for download. With Brand Portal, marketing teams can improve global brand alignment and increase content reuse.

Digital Publishing

Digital Publishing allows users to distribute and update content with a single click to any channel, including multichannel Veeva CRM, web, and other digital channels. Users can easily publish approved content, trace it back to
the source, and automatically withdraw obsolete content when it expires.

Content Performance Reporting

A consolidated dashboard of content across all channels, produces actionable insights that you can use to adjust your content marketing strategies.

Simple but Secure Profiles

With Veeva PromoMats you can define who sees which asset, and how they can use it, governing access to source materials in line with the business needs. Veeva PromoMats ensures your assets are visible to the right people, with the right permissions, at the right time.

Better Collaboration

Exposing the visibility of your assets in a controlled and compliant manner is key to improving collaboration. The link sharing feature enables controlled third party access to your assets.

Powerful Rights Management

Veeva PromoMats provides a best practice rights management configuration that includes metadata, workflows, automated asset expiry, and asset governance to ensure that users have access to the right assets for the appropriate purpose in the approved geographies.

Country Specific Adaptation/Localization Workflows

Localizing content has never been easier. Veeva PromoMats allows approved, compliant materials to be disseminated for reuse in just one click. Built-in country workflows ensure regional affiliates are in line with local regulatory requirements.

Application Integration

Veeva PromoMats facilitates global collaboration and compliance with native integration to Veeva CLM, Approved Email, CoBrowse, and Engage. It provides a robust mechanism (API) enabling integration outside of the Veeva Commercial Cloud. The Vault API supports best-in-class functional breadth with a modern, reliable, cloud-based architecture.

Strong Support for Veeva CRM Content and Beyond

Veeva PromoMats allows marketing teams to reuse assets efficiently by providing easy access to production ready, native rich media assets rather than just PDF renditions. The rich media formats include native HTML5 for digital and CLM, Adobe file types including InDesign and Photoshop, RAW camera formats, Microsoft Office, and many other native image formats. This allows you to manage the highest quality production-ready content without compromise.