

Better Content. Better Results.



Life sciences marketing teams are producing more content than ever, with increasing demand for relevance and timeliness. However, traditional content production processes are often slow and expensive, making it hard to keep up with the diverse needs of healthcare professionals (HCPs), regulatory needs and changing market dynamics. **Shaman streamlines content creation through self-service solutions, empowering teams to produce high-quality, compliant content faster and more efficiently.**

The power of Content Authoring in achieving Excellence

Achieving content excellence requires an integrated tech stack covering asset management, review and approval, authoring, publishing and analytics. Shaman integrates with the Veeva Vault ecosystem for a seamless content production approach. By bringing content creation closer to local markets and automating and simplifying workflows, Shaman maximizes efficiency and impact, enabling life sciences companies to meet strategic results.

Achieving Content Excellence with Shaman

Content excellence drives marketing success through better engagement and impactful results.

- **Team empowerment:** Intuitive self-service capabilities for global and local teams, reducing dependency on external agencies.
- **Scalable, efficient Production:** Streamlined workflows and improved content reuse across markets.
- **Global and local:** Seamless support for localization (global-to-local), reuse and local content creation needs.
- **Consistent Branding:** Brand integrity upheld with templates, modules, and audit checks.
- **Omnichannel Reach:** Support for approved and mass email, CLM, banners, print, and landing pages to match audience preferences.

You can expect these results*

80%

Time-to-market reduction, ensuring content relevance and timeliness.

+80%

Local user adoption rates, greatly enhancing speed and content reuse.

50-80%

Of all content in Veeva Vault created with Shaman.

* Data from customer research in multiple markets and Shaman data of top5 Shaman customers, 2021-2022.

Our Solutions Overview



Shaman offers a range of solutions to empower your content excellence strategy:

Shaman Hub

A centralized functionality for content reuse across the organization, enabling efficient sharing from global to local and vice versa, with powerful search and translation capabilities.

Approved Email Builder

Easily localize email campaigns and create personalized, compliant Approved Veeva Emails based on brand design system and templates, under 30 minutes.

Marketing Email Builder

Generate impactful, responsive mass marketing email and dynamic content in line with your brand strategy for Marketing Cloud.

Slide Builder

Adopt and localize full designed CLM slides, including autotranslate. Or make small changes in existing PDF artwork.

Visual Builder

Adopt and localize graphics, banners, social media, and print materials using Shaman's intuitive editor. Or convert existing artwork (PDF) to editable formats for reuse.

Landing Page Builder

Easily localize global web page campaigns or create responsive, high-impact landing pages based on brand templates.

Modular Content Builder

Localize Veeva modular content, including translation and image editing to help local markets embrace modular content.

Seamless Integration Veeva Vault

As a certified Veeva Silver Product Partner—and also an AI, Content, and MyInsights Partner—Shaman is fully integrated with **Veeva Vault PromoMats** to support a path to content excellence. This close partnership ensures Shaman's solutions align seamlessly with Veeva's standards, product suite, and future roadmap.



Shaman Overview

Shaman is a trusted partner in the life sciences industry, working closely with Veeva since 2018. Our platform empowers over 2,500 content creators at leading life science organizations to produce, localize, and adapt content across channels—quickly and effectively. With our intuitive interface and focus on user adoption, Shaman helps companies scale content production and achieve excellence in every piece of content.

SHAMAN IS TRUSTED BY OVER **+2.500** MARKETING AND MEDICAL CONTENT PROFESSIONALS



Ready to start your content excellence Journey?

Let's connect



SHAMAN