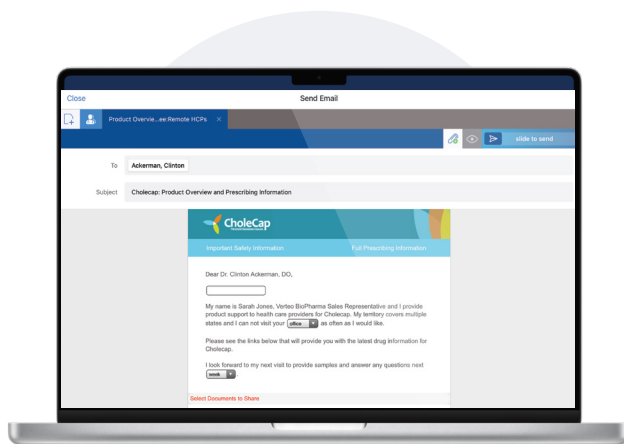**Veeva** OpenData Email

Reach More HCPs with Accurate, Complete HCP Email Data

As **in-person access to HCPs declines**, precise omnichannel marketing, including scalable email campaigns, has become essential to reach your audience. Accurate HCP email addresses are key to engaging high-value prescribers.

Veeva OpenData Email delivers the industry's most complete and accurate email data for MDs, DOs, NPs, and PAs. With trusted data, field and marketing teams can confidently reach the right audiences and drive stronger engagement across channels.

Benefits

Reach more HCPs

Engage accessible, low-see, and no-see HCPs with multiple verified emails for 80% of U.S. prescribers.

Improve performance

Send compliant emails directly from Veeva Vault CRM Approved Email with a 40% open rate.

Enable field and marketing

Use OpenData Email data across sales, marketing, and medical teams and platforms.

Power omnichannel marketing

Use verified HCP email as the identifier for programmatic ads, social media, and next best action.

Features

Comprehensive coverage

Enrich your customer reference data with email addresses that field and marketing teams can use.

- Access 4+ million prescriber email addresses from trusted industry sources
- Verified email addresses for 98% of prescribers
- Multiple email address for 80% of prescribers
- Coverage across all prescriber types and specialties
- Both personal and professional emails available

Exceptional deliverability

Have confidence that emails are being delivered with rigorous quality standards.

- Nearly 97% inbox deliverability and 40% open rate
- Comprehensive onboarding process for all new emails
- All emails are subjected to 3rd party hygiene every 30 days
- 99% of email data change requests (add or removes) resolved within 3 days

Unrestricted use

Equip your brand or entire company with OpenData Email and access it from your preferred platform.

- No limits or restrictions on email data use
- Buy once and leverage across sales, marketing, and medical communications
- Simple, predictable pricing with no surprises

Fully integrated with Vault CRM

Reduce complexity with connected data and software that works seamlessly together.

- Provide instant access to current, accurate emails within Vault CRM
- Send personalized, compliant emails directly from Vault CRM Approved Email
- Keep reps productive with all the info they need in one record