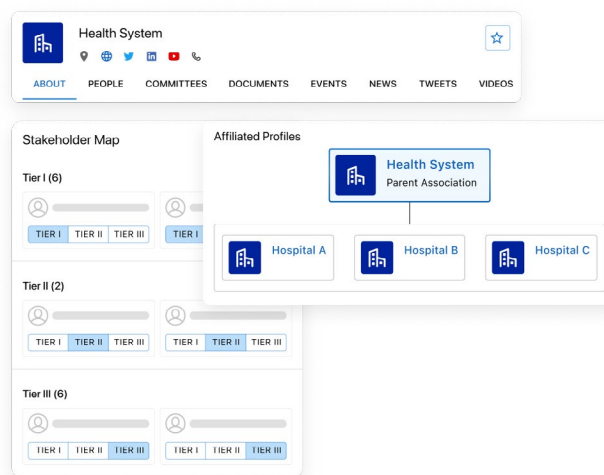


Veeva Link

Key Accounts

Deep Data for Key Account Management

Spend less time on research and more time building customer relationships.



How much time does it take to truly understand your accounts? With Veeva Link Key Accounts, you can quickly find decision makers, stay up to date with accounts, and save time on research. This frees up account managers to focus on what truly matters – building relationships that drive mutual success.

Business Benefits

- **More time with customers** – Spend less time on tedious account research and more time deepening account relationships.
- **Find new decision makers** – Identify the stakeholders driving market access decisions to better understand account priorities.
- **Stay up to date** – Receive personalized updates on the latest account events, documents, and digital content, so you can proactively engage.

Account Insights

Link Key Accounts streamlines research by providing a single, trusted source of deep account data.



Account types

- Health systems
- Payors



People

- Executives
- Pharmacy leaders
- Medical directors
- Department leaders



Account profiles

- Committees
- Documents
- Development plans
- Affiliated accounts
- Medical metrics
- Business metrics
- People connections



Real-time intelligence

- News
- Events
- Social media
- Videos
- Scientific activities



Personalized updates

- Newsfeed
- Alerts

Deepen Account Relationships

Top Features

Deeply curated account profiles

Access up-to-date, comprehensive profiles validated by hundreds of data curators.

Relevant account stakeholders

Find new decision makers and influencers within accounts. Get introduced to new stakeholders through mutual connections you discover.

Comprehensive account documents

View the latest documents (scientific, formulary, guidelines, strategy, organizational, and financial) in one place.

Recent digital activity

See the latest social posts and video content from your key accounts and relevant stakeholders.

Latest events

Track and view account-related congresses, local workshops, and webinars.

Personalized newsfeed and alerts

Build a list of favorite accounts and decision makers to receive timely notifications on their latest activities.

Seamless integration with Veeva CRM

Enhance the user experience with account insights shown in Veeva CRM MyInsights. Data is embedded in the CRM account record and account plan.

Secure, rigorous compliance

Stay compliant with data that meets the highest security standards and GDPR requirements. Veeva Link uses publicly available data sources and carefully controls data access.

