



What is Approved Email

For Agency Partners ONLY

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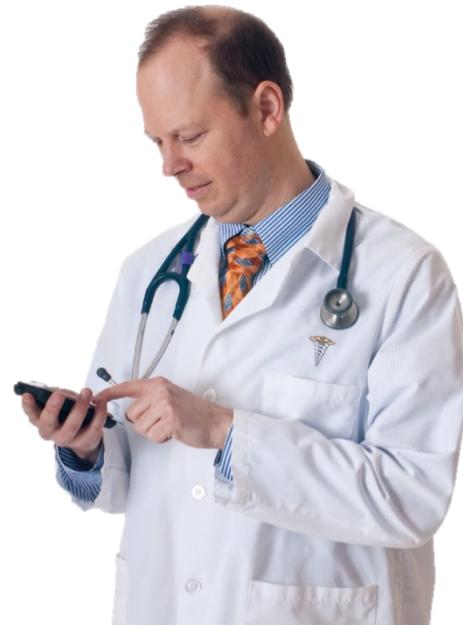
What is Approved Email?

High-level

Introducing Approved Email

V CRM Approved Email

Enables field users to
email approved content
directly to customers through
Veeva CRM and iRep



Increase Productivity ... Without the Risk

**Reach +
Frequency**



Effectiveness



**Customer
Centricity**



Approved Content

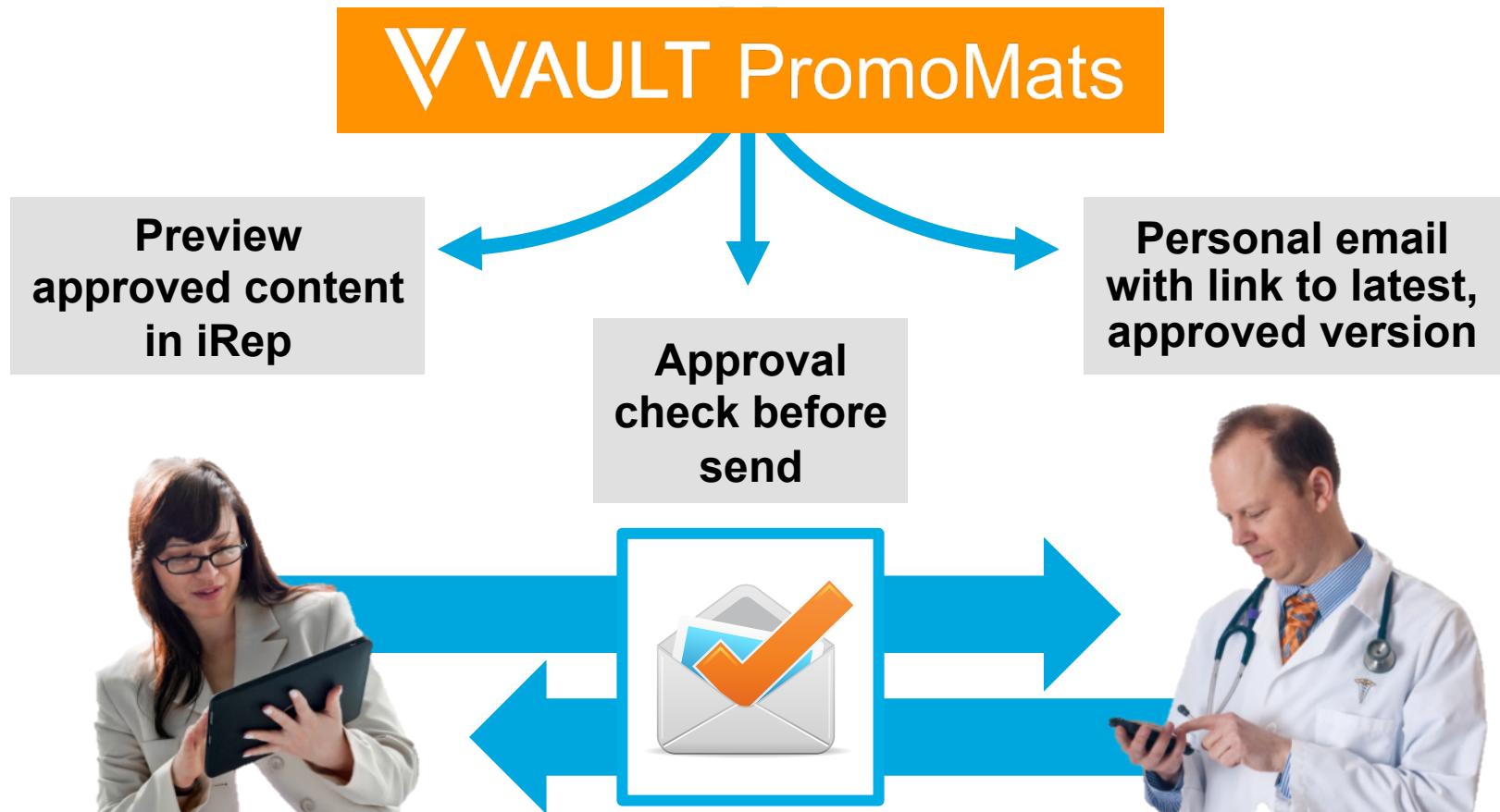
Consent Management

Recall & Expiry

Productivity

Risk

Approved Email Integration with Vault PromoMats



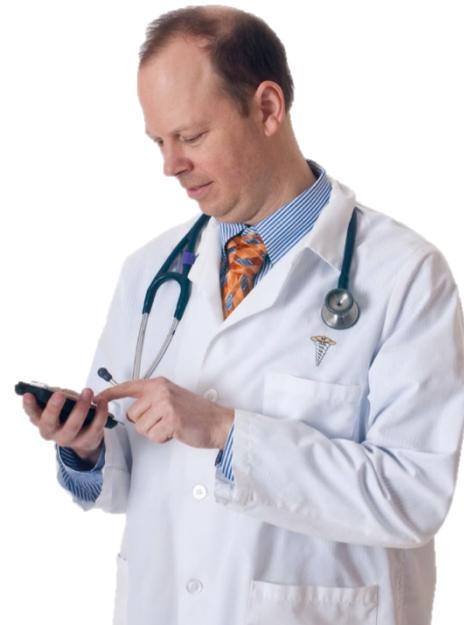
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It's not just email ... It's Approved Email



Regulatory Compliance



Enterprise-Class Email



Flexibility to Configure



Best User Experience



Measurability



Single Global Solution



Continuous Innovation



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Regulatory Compliance



Enterprise-Class Email



Flexibility to Configure



Best User Experience



Measurability



Single Global Solution



Continuous Innovation

Always approved

- Manage opt-in/out w/ signature capture
- Content sent in the cloud after version and approval check
- Only approved content aligned and accessible to reps
- Option to enable/disable free text
 - ▶ With "Risk word" identification
- Prevents off-label communication
 - ▶ Respects content alignment rules
 - ▶ Respects restricted products
- Seamless recall of content

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Proven Email Engine

- Protects corporate email domain integrity
- Control “reply to” email routing
- Enforce email best practices to improve deliverability
- Automatically track and notify of email bounce and unsubscribes
 - ▶ Improves email data quality for CRM and other systems

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No Custom Coding

- Align content based on metadata...no coding
- Turn email free text on/off
- Display documents "standalone" or in 3rd party website
- Turn option to download documents on/off
- Turn opt-in/out with signature on/off

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High User Adoption

- Multiple access points in CRM/CLM
 - ▶ No “app switching”
- No typing...send email with “wizard”
- Automatically personalized for sender and customer
- Preview email prior to send
- View email history and metrics in context

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Built into Veeva CRM

- Email tracking and statistics automatically captured in Veeva CRM
 - ▶ Email sent
 - ▶ Content delivered
 - ▶ Email opens
 - ▶ Click-thru's
 - ▶ Page views
 - ▶ And other valuable stats
- Right visibility for Sales and Marketing
- Measure across channels
 - ▶ Face-to-face with iRep & Email with Approved Email

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Lowest Cost of Ownership

- Localizable to 20+ languages
- Single solution across all brands, sales forces, countries, etc.
- Single vendor relationship
- Marketing focuses on brand execution, not technology

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Enhancements Every 120 Days

- Steady stream of industry validated enhancements
 - ▶ Cloud based business logic (e.g., to prevent rep spamming)
- Future device proof
 - ▶ CRM online in browser
 - ▶ iPad
 - ▶ Windows 8 (Coming)



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Approved Email Vocabulary



Approved Email Vocabulary

► Approved Email content is divided into five categories:

► ***Email Template***

- Selected by Reps and emailed to Accounts
- Represent the basic document a rep sends to one or more recipients
- Contains the rich email content that may link to Vault documents and/or other external resources
- Approved Email requires Email Templates be created and managed in Vault PromoMats

► ***Email Fragment***

- Small snippet of HTML that contains a specific message and hyperlinks to content stored in Vault, or on your own sites
- The HTML snippet provides a visual representation one or more documents that are shared within an Email Template
- Always shared within the context of an Email Template
- Always managed in Vault PromoMats

► ***Email Template Fragment***

- A snippet of HTML containing disclaimer text normally located in the footer of an email; allows the company can manage it once and not have to edit all

► ***Shared Documents***

- Links to documents (typically PDFs or web pages) can be shared within Email Templates or Fragments
- The system of record for these documents can be Vault PromoMats or other websites that a customer controls

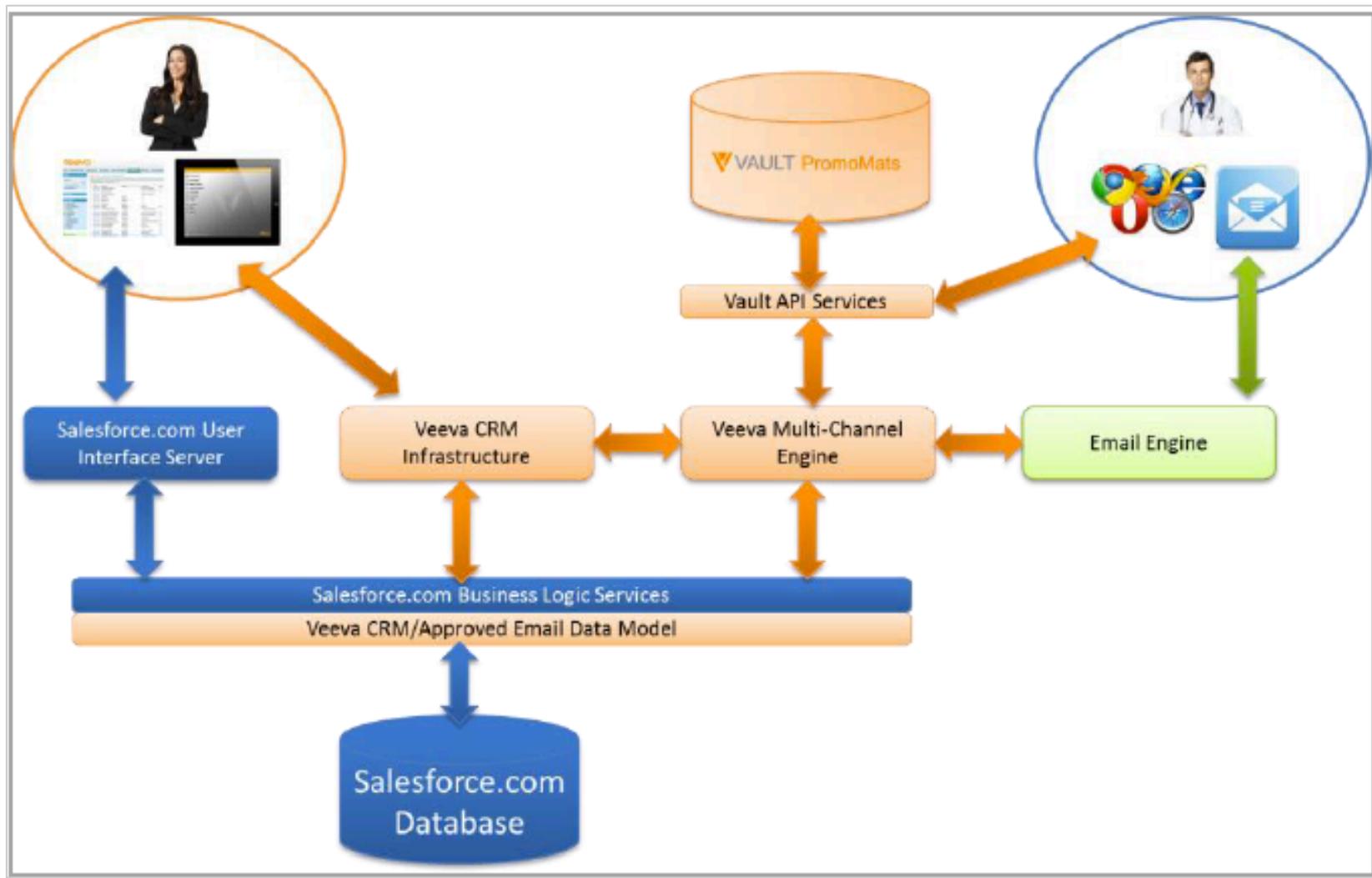
► ***Landing Page/Portal***

- Where user is taken after selecting a hyperlink to an attached document

Approved Email Architecture and Validation



Basic Architecture of the Full Veeva CRM and Approved Email Solution



Approved Content Validation

- To ensure content distributed is the latest approved version, the validity of the content is checked at four stages in the Approved Email solution:
 1. Only content that is '**approved**' is pulled from the Vault PromoMats repository into the Approved Email solution
 2. Only content that is **approved** and **specifically aligned to the rep** is synced to the rep's iPad
 3. Validation checks are performed again when a rep attempts to send an email to ensure content is approved for each intended HCP recipient
 4. After an HCP receives an email, only the latest version of the approved content is available for viewing
 - Content is suppressed if no approved version still exists

Metadata Validation

- Approved Email also performs various types of validation against the email metadata that is built by the end user

