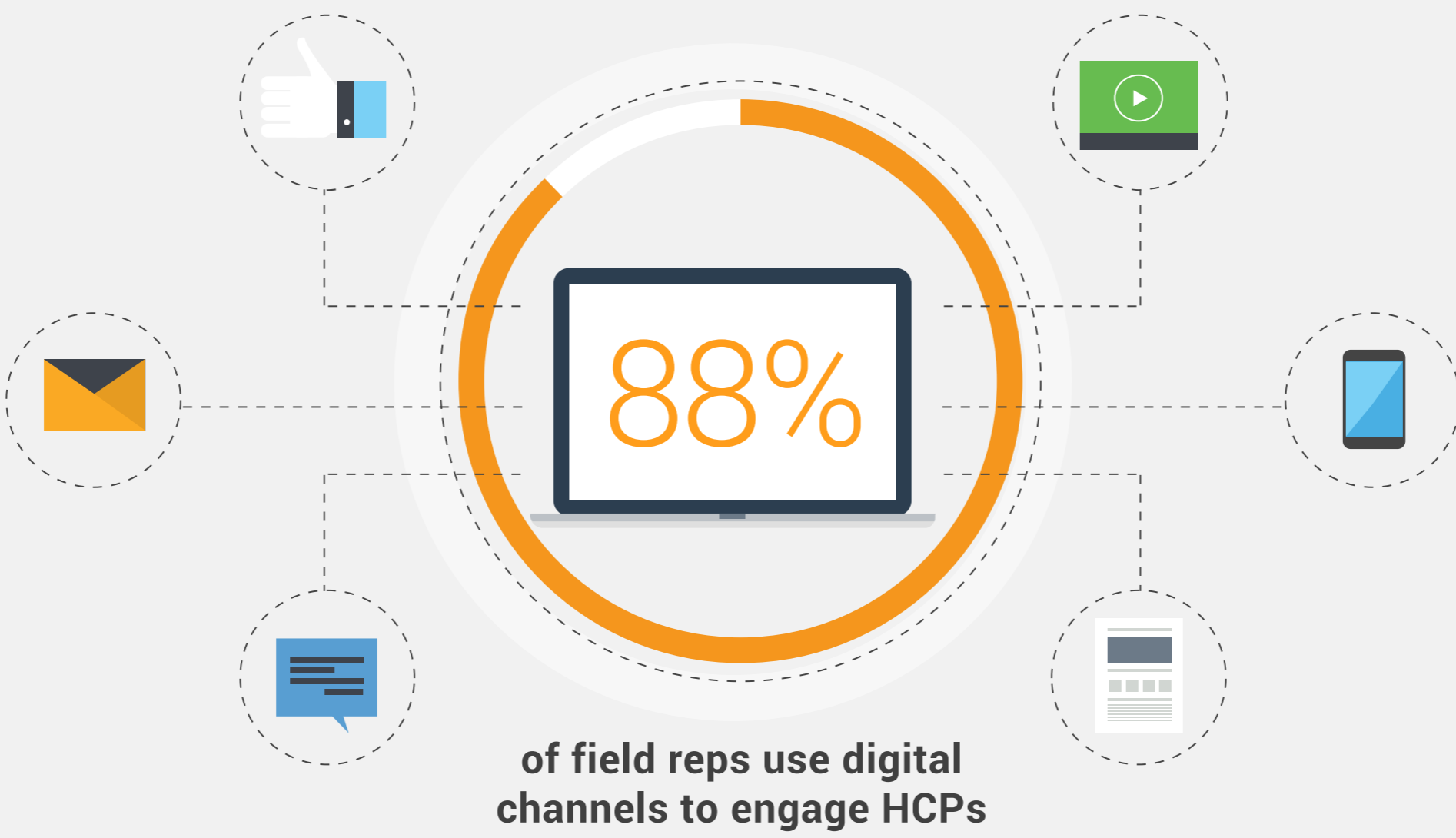


# Industry Survey Shows Customer Data is Key to Digital

Findings from the Veeva 2020 North America Customer Reference Data Survey

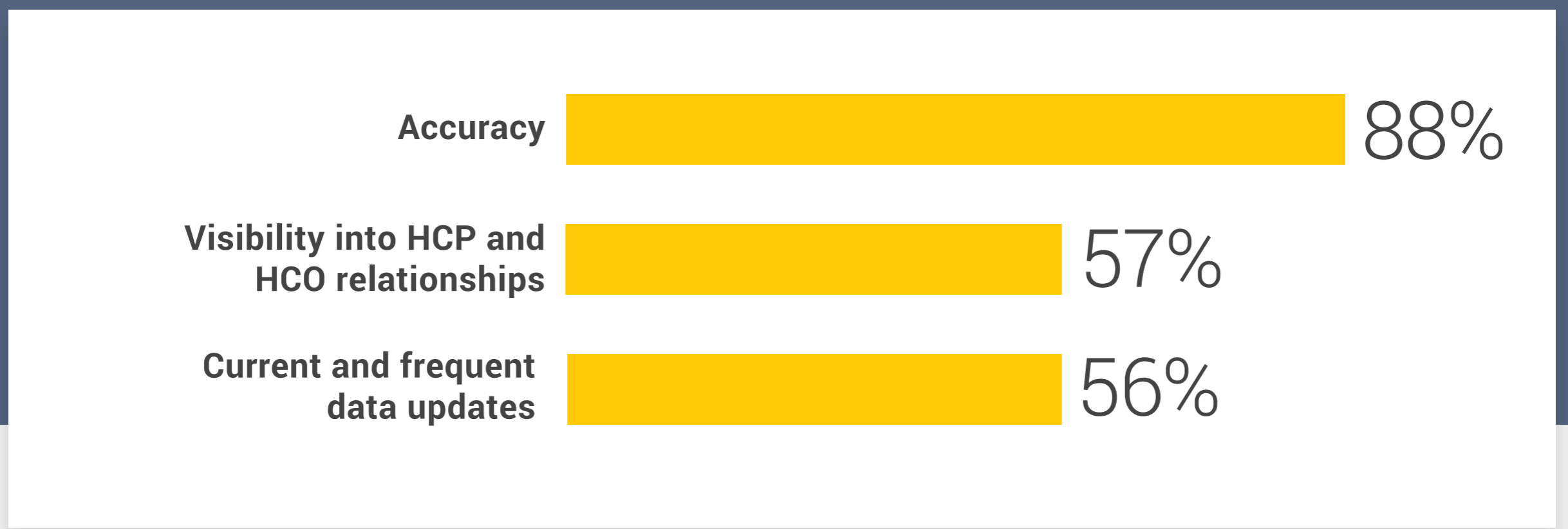
Quality customer data rises in importance as the industry shifts to digital engagement



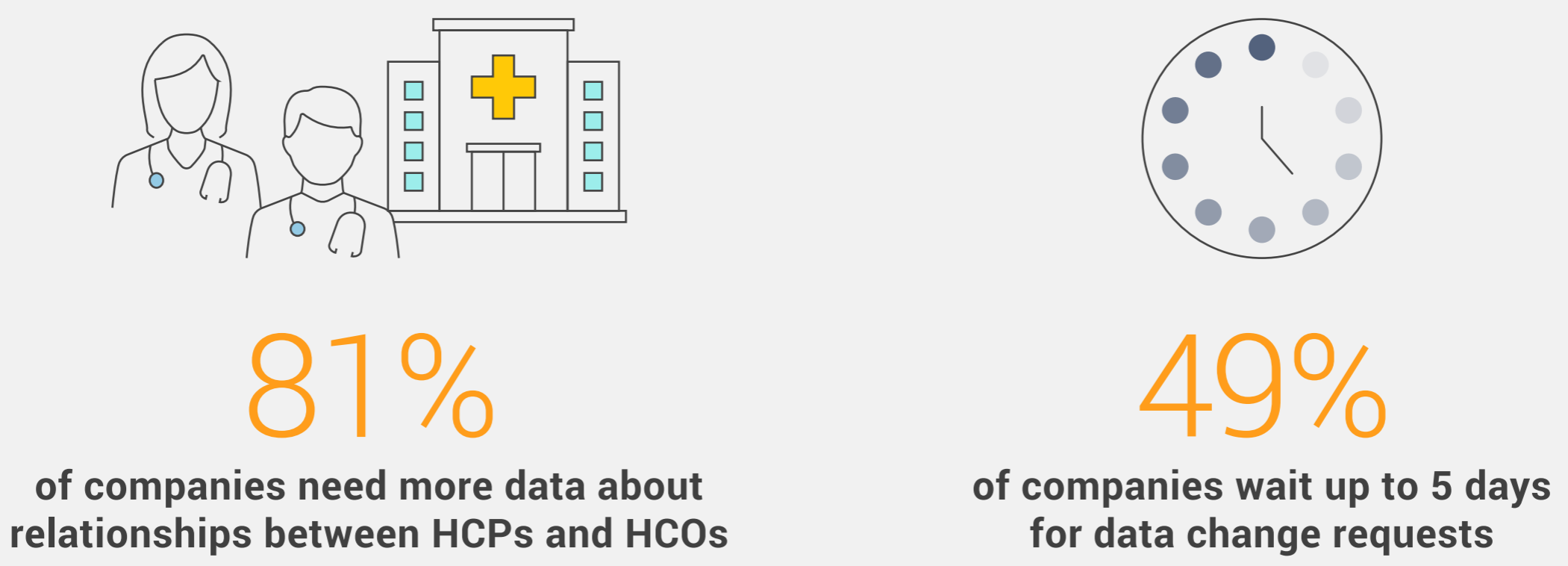
Life sciences leaders see customer reference data as critical to commercial execution for:



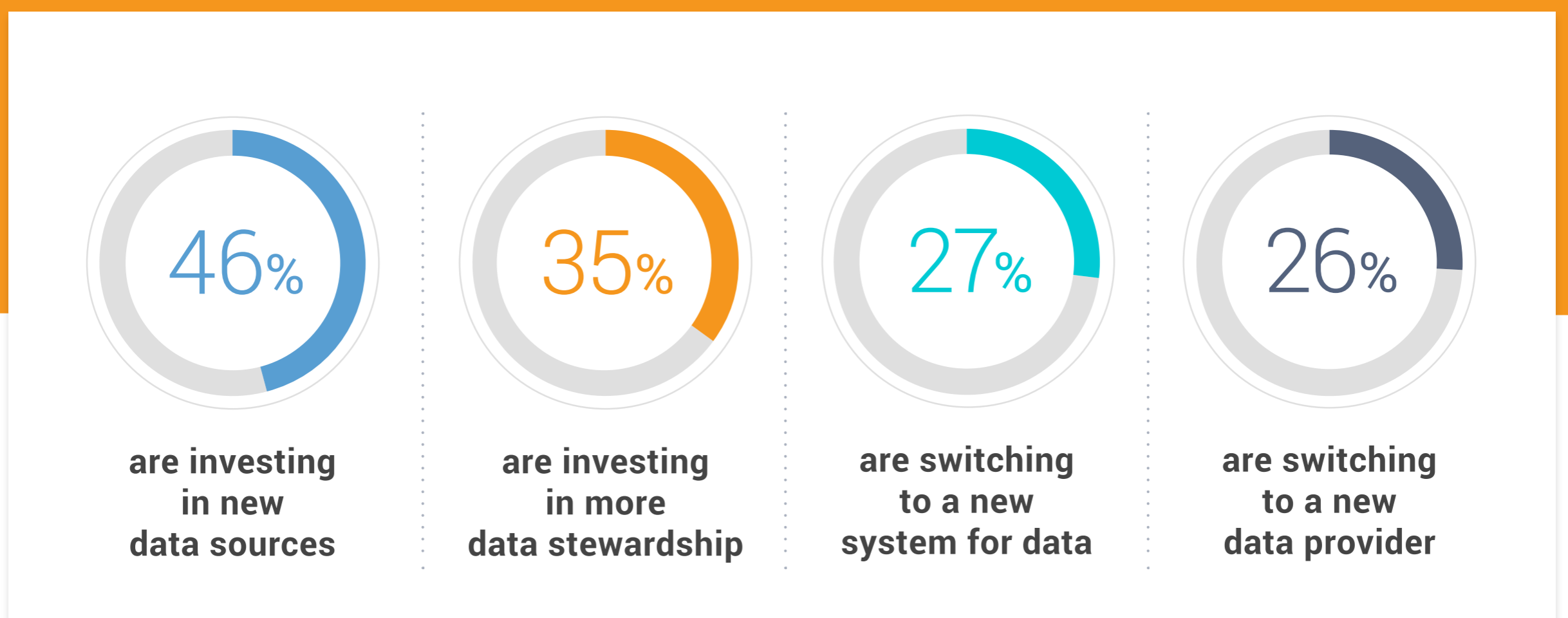
Improving data quality is an immediate priority, particularly for:



Companies need complete data and responsive data stewards for effective HCP engagement



Companies continue to invest in customer reference data as a critical asset



Read the full Veeva 2020 North America Customer Reference Data Survey to understand the priorities, drivers, barriers, and progress towards accurate, quality customer data and its role in advancing the business.

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