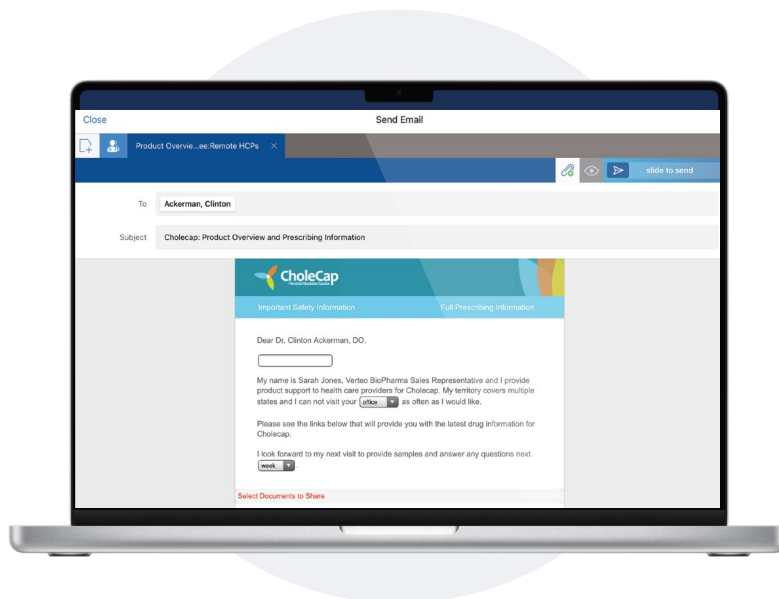**veeva** OpenData Email

# Expand Your Reach with Comprehensive HCP Email Addresses

High bounce rates, limited coverage, and poor data quality can all get in the way of successful HCP email engagement. Whether you're looking to enhance field communications or improve brand marketing campaigns, Veeva OpenData Email gives you trusted HCP email addresses that the entire organization can use.



## Business Benefits

**Connect with more providers.**

Minimize integrations and maximize budget with email data that all teams can leverage.

**Improve email performance.**

Send personalized and compliant emails directly from Vault CRM with deliverability rates of nearly 95%.

**Reduce cost and complexity**

Minimize integrations and maximize budget with email data that all teams can leverage.

# Features

✓ **Comprehensive coverage**

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

- Access 1.5+ million prescriber email addresses from trusted industry sources
- See all prescriber types and specialities
- Maintain compliance by adhering to CAN-SPAM rules

✓ **Exceptional deliverability**

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

- Reach the inbox with deliverability rates of nearly 95%
- Rely on Veeva data stewards to continuously monitor and cleanse data every 30 days
- See 99% of data change requests resolved within 3 days
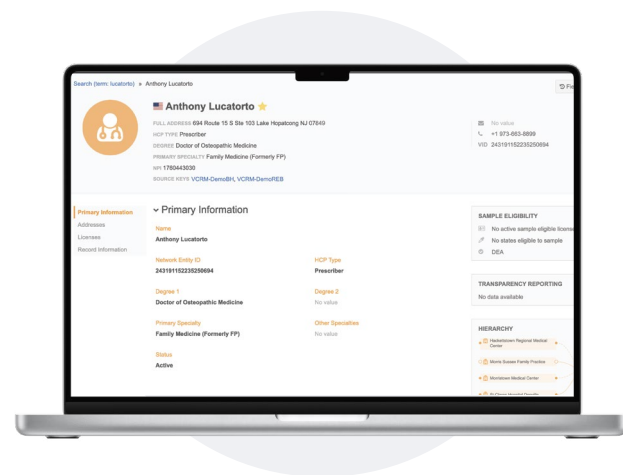
✓ **Unrestricted use**

Equip your 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 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



# About Veeva OpenData

Veeva OpenData Commercial is global reference data of healthcare professionals, healthcare organizations, and affiliations.

It contains addresses, emails, specialties, demographics, and compliance data (license information and industry identifiers). It is available in 100+ countries today and 155+ countries by the end of 2024.

OpenData Commercial is provisioned by Veeva Network, Delivery Manager, master API, or data files.