



Veeva Vault PromoMats

A cloud-based solution for compliant, end-to-end commercial content management, MLR review, and digital asset management for the life sciences industry.

<https://www.veeva.com/>

Overview

Veeva Vault PromoMats is a comprehensive, cloud-based application built on the Veeva Vault Platform, specifically designed for the life sciences and pharmaceutical industries to manage the full lifecycle of promotional content. It combines content creation, Medical, Legal, and Regulatory (MLR) review, digital asset management (DAM), and distribution capabilities into a single system, ensuring complete visibility and control over all commercial materials.

The platform automates the end-to-end process to accelerate time-to-market while maintaining strict compliance across all channels and geographies. Key compliance features include automated claims linking to reference documents, version control, expiration management, and detailed audit trails, which also serve as defensible evidence during regulatory inspections.

Vault PromoMats supports global content management by enabling the sharing and localization of assets across markets, reducing content development costs and promoting reuse through features like the Brand Portal. It seamlessly integrates with other Veeva Commercial Cloud applications, such as Veeva CRM, to ensure only the latest approved content is distributed to field teams and digital channels.

Target users include marketing, medical affairs, regulatory affairs, and legal professionals within pharmaceutical, biotech, and emerging life sciences companies. The platform is noted for its user-friendliness, superior workflow management, and high reliability for regulated content.

Key Features

- Medical, Legal, Regulatory (MLR) Review Workflows

- Claims Management and Auto-claims Linking
- Digital Asset Management (DAM)
- Automated Content Distribution and Withdrawal
- File Versioning and Expiration Management (10.0/10.0 rating on G2)
- Audit Trails and Regulatory Documentation
- Brand Portal for Global Content Reuse
- Process Automation and Workflow Management

Pricing

Model: enterprise

Subscription-based, modular, and priced per application and per named user. Pricing is not publicly disclosed and requires contacting Veeva for a custom quote.

Target Company Size: medium, enterprise

Integrations

Veeva CRM (Mobile, CLM, Approved Email), Veeva Vault RIM and Medical (Vault-to-Vault Connections), Adobe Creative Cloud (via Silicon Connector), Shutterstock, MarketBeam (Social Publishing), Magnolia Digital Experience Platform, Google Cloud Vision

Compliance & Certifications

FDA 21 CFR Part 11, EMA, eCTD Compliance Packages, Audit Trails

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