

Veeva PromoMats Basics: Build a Content Foundation for the Future

Enabling emerging biotech companies to launch, optimize, and scale content with speed

Over 350+ emerging biotechs trust Veeva PromoMats to deliver accelerated review, approval, and distribution of compliant commercial content. Veeva PromoMats Basics leverages this proven technology—including agentic capabilities with Veeva AI for PromoMats—to provide the essential end-to-end solution across MLR, Claims, and component management, ensuring compliant approval of all promotional content. The cloud-based software optimizes compliant workflows with built-in metrics to enable collaboration, speed time to market, and scale based on your business needs.

Get Started with Veeva PromoMats Basics

The Basics package enables emerging biotechs to quickly deploy Veeva PromoMats across the organization. Developed with industry best practices, the pre-validated package includes dedicated resources for seamless onboarding, training, and ongoing support. It offers a fast, simple solution to launch with speed, with the flexibility to graduate to regular PromoMats over time as the organization grows.

**High Impact at
Emerging Biopharmas**

57%

Reduction in time spent
in review cycles

55%

Reduction in time spent in
review and approval meetings

88%

Reduction in time spent on
agencies preparations for review

Business Benefits



Zero implementation.

Stand up your commercial content ecosystem on day 1.



Pre-validated.

Access complete validation packages on-demand. Every release is validated by Veeva.



Global Support & Training.

24x7 end-user support and on-demand user training.



Always current.

Veeva-managed updates, delivered three times a year, to keep your Vault current and following industry best practices.



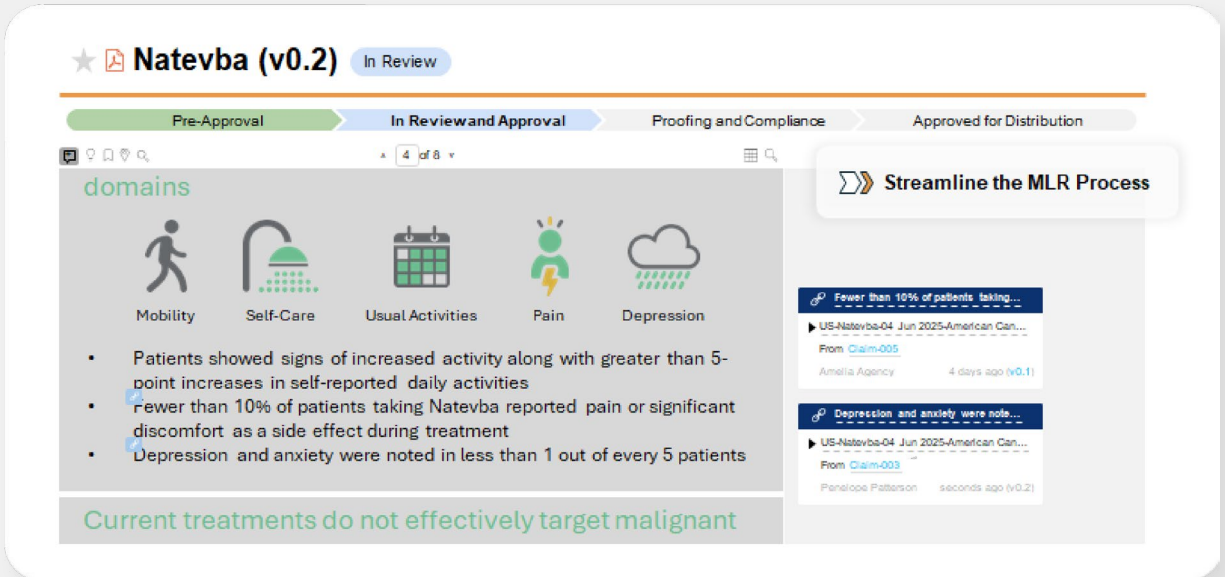
Graduate to Full Vault.

Built on the same Vault Platform, enabling you to scale and graduate to full Vault with no migration required.



Start simple, scale with ease.

Get exactly what you need to review and approve content, with the flexibility to scale as your business grows.



Access to Veeva Promomats software with key features:

- Veeva AI for Promomats: Quick Check Agent and Content Agent
- Fast-track MLR with best-in-class workflow
- Enable launch efficiency with modern claims management
- Generate 2253 Submission Packages automatically
- Gain visibility into performance and activities
- Support and store native digital asset files
- Collaborative Authoring with Microsoft Office



By using a core technology solution, we have a single source of truth for approved content and the ability to flex and optimize our MLR workflows as the company evolves.

Senior Director of Field and Marketing Operations