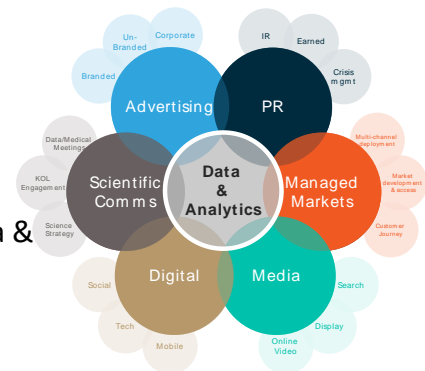




Real Chemistry is one of select Veeva Global Content Partners and has been a full service Veeva content partner since 2014, serving dozens of clients in the implementation and orchestration of the entire Veeva Technology Platform. With 10+ Veeva Certified Experts and over 100+ CLM Deployments, we have the knowledge and experience to optimize the investment our clients have made in the Veeva platform and drive personalized experiences for HCPs to new levels with informed Reps and communications that are highly targeted and relevant to our HCP audiences.

From a Services perspective, our Veeva expertise and capabilities include:

- CLM & Approved Email Creation & Deployment
- CLM, IVAs, Engage Meeting, Engage for Portals and PromoMat Best Practices
- Veeva Survey Creation & Deployment
- Data Integration & Trigger Marketing
- Marketing Technology (Salesforce, Marketo, etc.) Data & Orchestration Integrations
- Veeva CRM Insights Timeline
- Veeva CRM Suggestions Strategy & Deployment



To further enhance the value of the Veeva platform for our clients. Real Chemistry applies proprietary analytics models, methodologies and approaches in a digital world to design precise communications and marketing strategies to deliver sustained business results.

Our cross-functional teams across technology, strategy, analytics and creative have deep experience across the full Veeva platform and build dynamic content and experiences that drive impact across the full customer journey.



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### **Integrated Intelligence – Global Analytics**

Integrated Intelligence team is comprised of over 100 healthcare experienced analysts who are experienced in developing insights and activations for our clients. Our analyst team has a unique mix of healthcare expertise, research experience (PhDs in linguistics, market research, digital natives) and access to proprietary & 3<sup>rd</sup> party technology and data & in-house data scientists.

This mix of expertise and data and tech access allows our team to truly uncover the unmet needs, priority audiences, influencers, channels to inform channel and content strategy, digital activation, communications, etc.

**Performance Marketing Solutions** – An organization that delivers the fully integrated, data-driven, tech enabled solutions across the entire suite of Real Chemistry capabilities, exclusively designed for healthcare. Our capabilities include but are not limited to customer (HCP/patient) insights; omni-channel activation; CRM; digital transformation; audience analytics; influence marketing; performance communications; and social strategy and activation.

**Contact Us** - <https://www.w2ogroup.com/contact/>

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