



# **EXTENDED ANALYTICS FOR VEEVA CLM ENVIVENT INTERACTIVE DEVELOPMENT**

Anton Shevchenko

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## CHALLENGE

Veeva CLM presentations come with some basic tracking. Veeva tracks which slides (AKA Key Messages), are shown during the call. However, there are no detailed analytics about the content within these slides and no insights about how the content is utilized.

Even a simple CLM presentation has more than one screen in a given slide. Usually there are pop-ups, tabs, or secondary screens. These are not being tracked. What about interactive elements (charts, MOA, questionnaires, etc.)? Videos? None of it is tracked.

## WHAT DO THE CLIENTS WANT TO KNOW?

To have a better understanding of the content utilization, clients and agencies need to have answers for questions like:

- How are reps navigating through a presentation? Are they using the side navigation, main menu or the default Veeva navigation (swipe gesture or film strip)?
- Is the side nav more used than the main nav?
- How did the rep interact with a particular slide?
- Is the rep showing the MOA video to the HCP?
- How is the “Patient Profiles” slide utilized?
- What are the key elements of a “Study Design” slide?

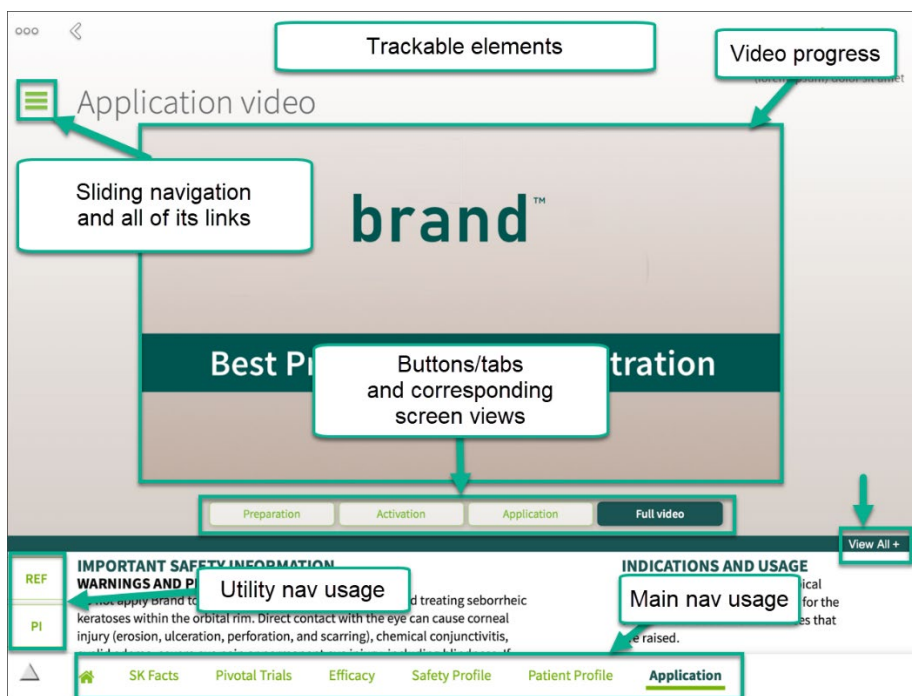
## THE SOLUTION

Envivent's Extended Analytics for Veeva finally provides all these answers and fills the gaps in Veeva tracking.

Extended Analytics for Veeva uncovers a deeper, more granular level of content utilization, which includes tracking of the following elements within each Key Message in a presentation:

- Individual screens
- Tabs
- Pop-ups
- Buttons
- Menus and navigation
- Links
- Videos

Additionally, Extended Analytics could capture absolutely any kind of user interaction, behavior, or action!

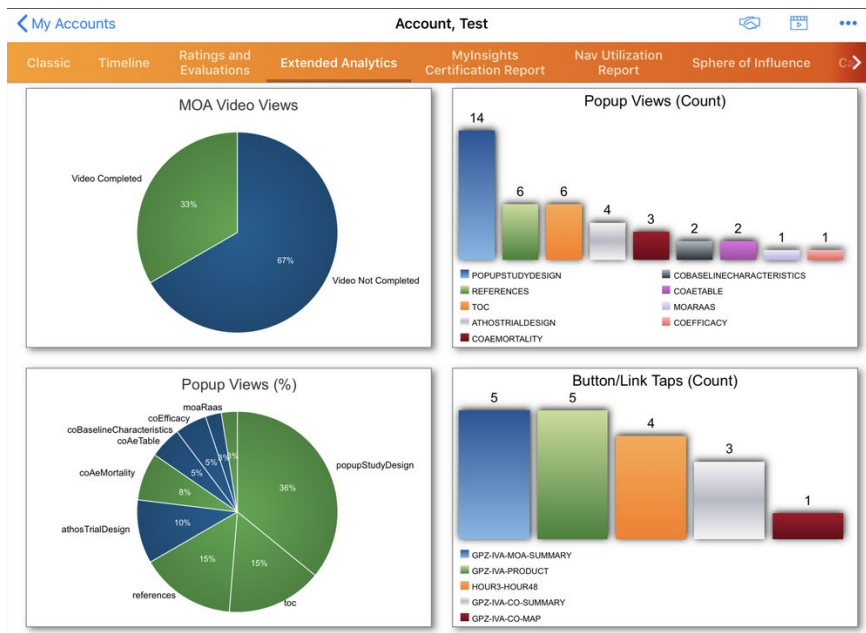


Examples of elements trackable with Envivent's Extended Analytics.

Extended Analytics provides raw data, which one can easily export and process outside of Veeva. Some clients prefer to use Excel. Some agencies produce a customized visual representation of data using charts and present it to their clients via PowerPoint or Keynote. With the data in your hands, the possibilities of reporting are limitless.

Envivent can provide a variety of reports:

- iPad Reports via MyInsights (charts, graphs, dashboards)
- iPad Reports within a separate CLM Presentation (charts, graphs, dashboards)
- Customized Salesforce reports with the ability to export to Excel
- Graphical reports directly in your Salesforce account (charts, graphs, dashboards)
- Automated monthly report generation and delivery



Example of the report built as Veeva MyInsights Report.

Envivent's Extended Analytics for Veeva can be added into any existing presentation with minimal effort.