

Rethinking email signatures

See how Exclaimer revolutionizes
how IT controls email signatures

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Introduction

Despite all the new options for digital communications — messaging apps, video chats, texts, and more — the business world still runs on email. Personal, non-automated emails are one of the most effective

ways to interact with customers, partners, and other business contacts. In fact, research shows that the return on investment (ROI) for email marketing can be as high as 44 times the investment.¹

But what does this *mean* for IT?

More often than not, IT professionals are the unsung heroes of an organization, working to keep email systems up and running.



The consistency of corporate email signatures is the least of their worries. In the “2022 State of IT” report from Spiceworks Ziff Davis, 72% of technology professionals said the shift to remote work created additional work for IT departments — many of which must now support workers both at home and in the office.²

Yet, outside of IT, email signatures are a top priority.

Marketing teams are clamoring for email signatures that not only support the company brand but can also be leveraged as a messaging channel. Legal teams want signatures to include the right disclaimers; sales teams want them to engage with prospects and customers. via add-ons like feedback

surveys and appointment booking; and HR teams want signatures support internal communications.

All of these requests fall on IT professionals, who are the only ones that have the technical knowledge and access to important computing infrastructure to deploy email signatures properly.

This white paper explores how Exclaimer can unlock the power of email signatures — without adding more work for busy IT teams.

We’ll also look at the management challenges of email signatures and the value of Exclaimer for busy IT professionals.

Traditional IT methods for *updating* email signatures

Just one signature change a quarter for 100 employees could end up costing an organization \$8000 in lost time.

Deploying professional email signatures across an organization can take up a lot of an IT team's time.

In a small office, IT staff might go from desk to desk, manually copy-and-pasting a signature into each employee's email client.

But this method is hugely inefficient. On average, IT administrators are paid \$40 per hour.³

If it takes half an hour to update and test a user's signature, just one signature change a quarter for 100 employees could end up costing an organization \$8,000 in lost time.

Emailing out a template is also problematic because it's up to employees to deploy the design themselves — and not make their own changes. Employees may be out of the office, overlook the instructions, or simply forget to make an update.

Centrally *managing* email signatures: The IT approach

Traditionally, there are two ways to centrally manage email signatures from an IT perspective.



Approach 1

Apply server-side mail transport rules to ensure signatures are added after an email is sent, but before it leaves the corporate network. The signature is essentially “stamped” onto the message, allowing for signatures on email sent from any device.

Approach 2

Use client-side scripts to add a designed signature to the client settings of assigned users. From within their email client, users can see the signature as they type an email message.



Common IT *challenges* with standardizing email signatures

Although an IT professional can enforce a signature policy using a script and custom HTML code, the following challenges complicate that approach:

01

Signatures render differently on different devices:

Rules need to be created to ensure a signature template is applied correctly, depending on the type of device. Design variations also need to be considered. For example, the iOS email app sends emails in plain-text format, so what looks great on a desktop computer might disappear entirely on an iPhone or iPad.

05

Constant requests from non-IT teams for email signature updates:

Whether it's marketing, HR, legal, or sales, an increasing number of non-IT teams want to make signature updates to suit their own purposes. For example, by adding display banners to email signatures, marketing departments can highlight special offers, attendance at trade shows, new product launches, and so on. But often, the content is time sensitive. So, IT gets an urgent request about adding the banners to signatures ASAP — and once the campaign has run its course, the signatures have to be updated again.

02

Issues with client- side scripts:

Client-side scripts are typically not supported on mobile devices and non-standard clients. This means 100% design conformity is impossible.

Meanwhile, using client-side scripts with server transport rules isn't an effective work-around because the two methods will compete with each other.

06

Signature stacking:

Native email signature functionality in Microsoft 365 and Google Workspace are primarily meant to add disclaimers to email. Using server-side transport rules, signatures are added to the bottom of every email in a conversation. There's no way to get around this signatures. And since users rarely have the means to input or amend these details for themselves, the task.

03

Incomplete or inaccurate contact details:

When populating an email signature with details from a directory, like Active Directory or Google Directory, some contact information might be missing. For example, some employees may have a mobile number while others don't. As a result, employees can end up with blank fields in their signatures. And since users rarely have the means to input or amend these details for themselves, the task falls to IT to rectify the errors.

07

Images appear as attachments or get removed:

By default, many email clients automatically block any externally hosted images as a security measure. Recipients must mark emails as from a safe sender or click a "Download Images" button before they can see any images.



04

HTML design limitations:

Marketing might create a compelling signature design, but that doesn't mean it's easily replicated in HTML. It's time consuming to build a signature template using HTML code, and the signature often needs to be thoroughly tested outside of standard working hours.

For organizations using Microsoft Exchange or Microsoft 365, the disclaimer function isn't designed with high-quality HTML in mind.

For Google Workspace users, the Admin console has "Append footer" settings in the Gmail compliance section, but HTML is not supported. The footer text is limited to 10,000 characters, and needs to be linked from a web server.

Exclaimer to the *rescue*



Professional email signature solutions make it easy for IT teams to:

1

Ensure consistent signatures on every device and control signatures a web browser, even while working remotely.

2

Eliminate the need for manual signature design updates.

3

Empower marketing professionals and relinquish day-to-day responsibility.

The power in an Exclaimer signature solution is in the centralized control, which can be both robust and straightforward. Every employee can have a signature appended to their emails from whatever device they're using.

This guarantees brand consistency and legal compliance.

In minutes, IT staff can define the rules used to group employees into different departments. Even non-IT teams can set up different signatures without involving the IT department.

Exclaimer can pull user information from user directories, hiding contact fields that aren't populated. And Exclaimer allows other ways of sourcing the information, such as allowing users to enter the correct details for themselves.

Specific signatures can be created for email replies or forwarded messages. Signatures can also be scheduled, which is a massive timesaver. Exclaimer works in both cloud and on-premises environments.

So when organizations migrate to the cloud, their email signatures also migrate. Proper security is also

important: Exclaimer supports 99.99% uptime, and conforms to data privacy requirements.

What's more, using Exclaimer means that email signatures can fall under the marketing team's ownership. While IT still controls the information system aspects of managing signatures, marketing teams control the overall design, messaging and context of email signatures. Promotional banners can include an introductory offer for prospects, while a regional office can promote a local event.

Marketing can also add one-click feedback buttons to the signature design to quickly measure customer satisfaction, provide links for booking appointments with sales reps, or update designs with seasonal hours or offers.

Exclaimer also includes analytics for tracking the effectiveness of email signature templates.

Ready to *transform* the way you manage email signatures?

IT professionals worldwide trust Exclaimer
for email signature management.

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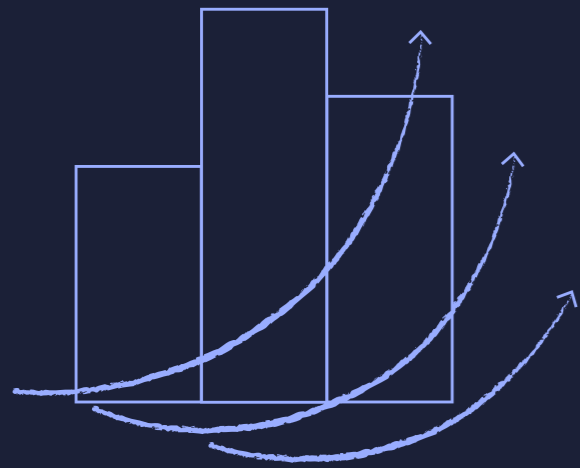
**We're hiring
designers**

Apply now

Our proven solutions deliver centralized control for signatures in Microsoft 365, Google Workspace, and Microsoft Exchange without a reliance on IT teams, freeing them to focus on strategic activities.



About *Exclaimer*



Exclaimer is the industry's leading provider of email signature solutions, empowering businesses to unlock the potential of email as a key digital advertising channel.

With its award-winning tools, organizations can simplify the management of email signatures to deliver consistent branding, promote marketing campaigns and company news, gather real-time customer feedback, and much more.

Over 50,000 organizations in 150+ countries rely on Exclaimer for their email signature solutions. Its diverse customer base includes Sony, Mattel, Bank of America, NBC, the Government of Canada, the BBC, and the Academy Awards.



Start *amplifying* your emails

Try Exclaimer for free or contact us to book a demo.
See for yourself how it can transform your
business and the way you send emails.

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