

A centralised, cloud-based email signature management solution

What is Exclaimer

Exclaimer offers a centralised, cloud-based email signature management solution that ensures all employees use consistent, compliant, and professional signatures across all emails, regardless of the device or location. It allows businesses to easily manage, design, and update signatures for the entire organisation from a single platform. With Exclaimer, signatures can be customised for different departments or individuals, while maintaining brand consistency and adhering to legal disclaimers.

How Does Exclaimer Work

Managing consistent, professional email signatures across an organisation can be challenging, especially in businesses where employees work remotely, use multiple devices, or are based in different locations. Without centralised control, signatures can become inconsistent, unprofessional, and out of compliance with branding or legal requirements. Additionally, manually updating signatures for every employee is time-consuming and prone to errors.

The Importance of Exclaimer

Inconsistent email signatures can affect brand professionalism and lead to missed marketing opportunities. With Exclaimer, businesses ensure that every email sent reflects their brand accurately, enhances professionalism, and includes important elements like legal disclaimers, promotional banners, or contact information. Centralised management also saves time and ensures that updates are applied instantly across the entire organisation, preventing any discrepancies.

The Outcome

Customers using Exclaimer will enjoy fully branded, professional email signatures on every email sent from their organisation, regardless of the platform or device used. This service simplifies the process of managing signatures, reducing administrative burden while ensuring that signatures are up-to-date, compliant, and consistent. The solution also allows businesses to leverage their email signatures for marketing by adding banners or promotions to emails.



What This Product Does:

Centralised Management: Allows easy control and updates of email signatures from one platform, ensuring consistency across all users and devices.

Brand Consistency: Ensures that every email sent reflects the company's branding and includes all necessary disclaimers and compliance elements.

Promotional Opportunities: Signatures can include dynamic content like banners and promotions, turning every email into a potential marketing tool.

Cloud-Based Accessibility: Updates can be made in real-time and deployed organisation-wide, with no need for manual changes by individual users.

Compliance and Legal Protection: Ensures that all signatures include legally required disclaimers or contact details, reducing legal risks.

What This Product Doesn't Do:

Not a Marketing Automation Tool: Though it can include marketing banners, it doesn't offer full-scale email marketing functionality.

No Control Over External Emails: This solution only manages signatures for outgoing emails through Microsoft 365. Doesn't apply to third party services such as Mailchimp for example.

Not a Replacement for IT Policies: Exclaimer manages signatures, but businesses still need robust IT policies to handle email usage, security, and data protection.