

EXCLAIMER SIGNATURE MARKETING CLOUD

Imagine a world where email signatures are not a constant thorn in your side and instead work for you. Use a new way to communicate important marketing messages with Exclaimer Signature Marketing Cloud.

THE CHALLENGE

More organizations understand the potential of using email signatures as an advertising channel. They want to easily ensure brand consistency on business emails but also turn email signatures into a fully-fledged digital communications platform.

However, it's difficult to manage email signatures without relying on inefficient methods. Worst still, marketing teams often don't have the means to update email signatures effectively.



THE SOLUTION

Exclaimer Signature Marketing Cloud is the perfect solution for empowering marketing professionals to use email signatures as a new communications channel.

It makes email signature management simple through an intuitive signature designer and simple deployment rules.

The solution also transforms email signatures into new opportunities for promoting messages, engaging across social media, sharing awards, and establishing your brand's personality. Better still, every email signature template you create can be reported on using powerful analytics dashboards.

- ✓ Intuitively design email signatures.
- ✓ Use on all email clients and devices.
- ✓ Deploy to specific users/departments.
- ✓ Target select audiences with content.
- ✓ Simplify user detail management.
- ✓ Enhance your marketing campaigns.
- ✓ Track success with analytics dashboards.

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Exclaimer is feature rich, simple to use and just works. It's a big contributor to improving sales through advertising.



David Hind
Head of UK Marketing,
Proact IT UK

KEY FEATURES

Deliver consistent email signatures

Create templates using a drag-and-drop designer that requires no HTML skills. Easily deploy them on every message sent.

Enhance your campaigns

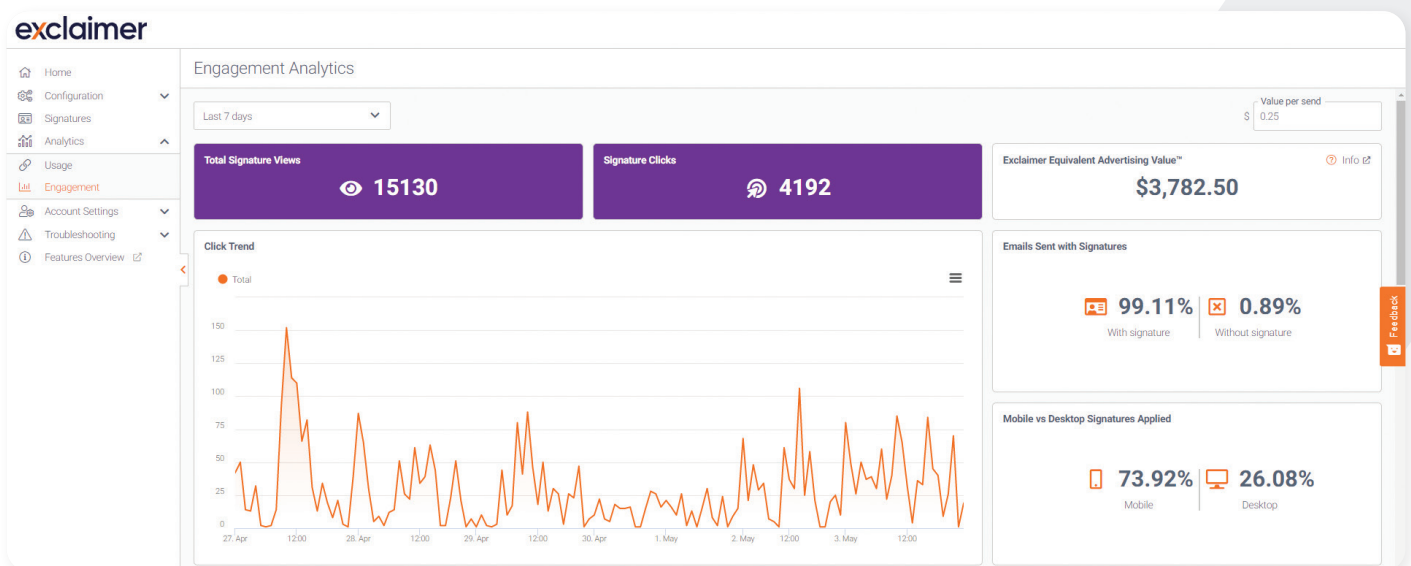
Incorporate new ways to capture the attention of email recipients. Use multiple promotional banners to run various campaigns simultaneously. Schedule email signatures to share specific messages at the perfect time.

Monitor your email signature strategy

Assess the effectiveness of your signature templates with analytics dashboards. Review usage statistics and important engagement metrics such as impressions and click-throughs.

Simplify user detail management

Add new fields to email signatures such as gender pronouns and working hours. Allow for end-users to maintain the accuracy of their contact information.



KEY BENEFITS

- ✔ Present a professional look and feel on every single corporate email.
- ✔ Use email signatures as an easy and cost-effective way to present your key messages to a large audience.
- ✔ Covertly add marketing messages to trusted emails that effectively engage intended audiences.
- ✔ Empower end-users to maintain the accuracy of their email signature contact information.
- ✔ Use powerful analytics to fine-tune your email signature campaigns for maximum impact.
- ✔ Generate more qualified leads with powerful calls to action placed within your email signatures.

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