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WHITEPAPER

# THE UNTAPPED POTENTIAL OF CORPORATE EMAILS

An Exclaimer white paper on how you can turn your business emails into a new marketing & feedback channel



**exclaimer**

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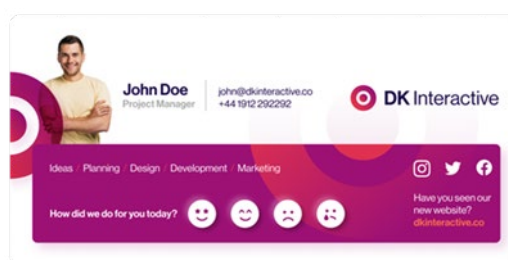
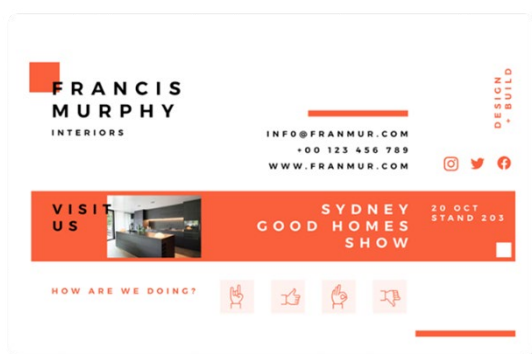
# THE INCREASING IMPORTANCE OF EMAIL

When the COVID-19 pandemic happened in 2020, we all saw “10 years of change in one week”<sup>1</sup>. This was the most dramatic change to the modern workspace in decades. And yet the Financial Times says that this shock will continue<sup>2</sup>, and that the path we’re all on can’t be controlled or predicted. Life as we know it has been fundamentally changed due to this seismic event.

There will, of course, be some return of normality, but there will also be very much a different five-year time horizon than any of us were planning for. Therefore, the ongoing digital revolution has become even more important, with the online and offline blend of what you offer as a business even more so. And the pandemic really underscored the criticality of all of our digital channels, our technological infrastructures, right from the ground up in a way that very few of us had realized was important.

This is why email has truly been the backbone on which businesses have continued to operate since the start of the pandemic. Thanks to the rapid shift to remote working, we are transacting and communicating through email in volumes never seen before. In fact, email has fast become a key piece of real estate for customer communications, at a time when many naysayers have been predicting the demise of the channel. This growth then opens up valuable opportunities for companies to give their marketing efforts an extra boost while increasing actionable feedback to improve customer satisfaction (CSAT) and reduce churn.

This white paper will explore why reports on the “death of email” have been greatly exaggerated, with global volumes continuing to increase dramatically year-on-year. This has led to rapid behavioral changes, turning corporate email into an even more important communications channel than it has ever been before. We’ll look at how business emails can carry targeted marketing messages and feedback opportunities more easily than other promotional channels, before examining the three main ways to bring email and feedback together in order to garner much higher customer response rates. Finally, the white paper will highlight the business benefits that come from the successful implementation of [professional email signatures](#) and how they can open new doors for your organization.



<sup>1</sup> Mueller, Benjamin, "Telemedicine Arrives in the U.K.: '10 Years of Change in One Week'", nytimes.com, April 4, 2020

<sup>2</sup> The Financial Times, "Life in 2025: what will the future look like?", ft.com, December 16, 2020

# THE ROLE OF EMAIL IN A NEW BUSINESS LANDSCAPE

2020 was a watershed moment for the business landscape. Some industries boomed and other sectors struggled, with companies sadly having to furlough staff, cut jobs or close altogether.

The one major change in the modern workspace that emerged across many industries was remote working, which became the de facto normal for many businesses almost overnight. Bloomberg even dubbed the dramatic shift from office to homeworking “the largest working from home experiment in history”<sup>3</sup>.

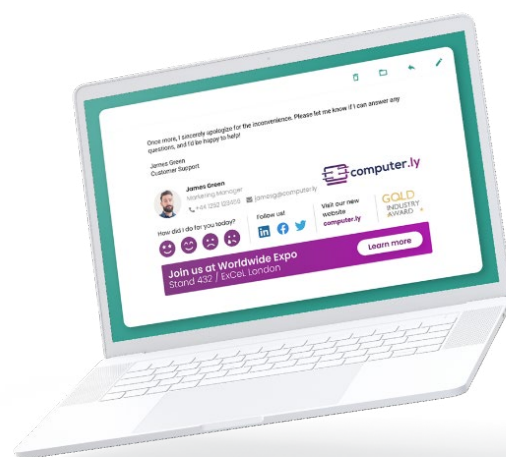
And homeworking is here to stay. In fact, a survey by the Institute of Directors (IoD) in the UK showed that 74 percent of the 1,000 companies interviewed plan on maintaining the increase in homeworking even after the pandemic has passed<sup>4</sup>. When you look at the ways that some businesses have started to change what they do, you realize that they’re planning for the longer term; they’re planning to permanently have fewer people in their offices, fewer people in their restaurants, fewer people in queues.

However, throughout all of this upheaval, one thing has remained constant; email is still the primary communications tool used throughout the business world, even more so in fact. It’s true that video conferencing tools and instant messaging have filled the void of watercooler and informal chats between remote colleagues. Nevertheless, email continues to remain the professional channel of choice.

It’s important to note that people have been predicting the death of email for years. In the late 1990s and early 2000s, email revolutionized the way the world did business. It brought about a remarkable increase in the speed, volume, and transparency of communication. But in the 2020s, we now have many other communication platforms at our disposal. From video conferencing to social media and instant messaging, businesses have access to a huge range of alternative methods across a range of devices and platforms.

This has led some to declare that email is “prehistoric”, not providing the flexibility as other communications channels. But according to research from The Radicati Group, an estimated 306 billion emails were sent and received worldwide every day throughout 2020<sup>5</sup>. And it’s now anticipated that this figure will continue to increase year-on-year, eventually reaching 380 billion by 2025. The demise of email is always predicted every year, but the numbers simply don’t support these claims.

Actually, no other communications tool, except perhaps the telephone, is as universal as email. After all, virtually everyone in the business world uses it. Everyone sends emails. Everyone reads emails. You’re almost guaranteed the ability to communicate with organizations via email. Even before 2020, the email growth rate was increasing year-on-year by 3 percent. But as the first wave of the pandemic hit, and countrywide lockdowns started, analysis by HubSpot concluded that the volume of emails being sent and received had actually increased by an estimated 44 percent<sup>6</sup>. And Statista now predicts an email growth rate of 4.5 percent leading up to 2025<sup>7</sup>.



<sup>3</sup> Banjo, Shelly, “Coronavirus Forces World’s Largest Work-From-Home Experiment”, bloomberg.com, February 2, 2020

<sup>4</sup> BBC, “Home working here to stay, study of businesses suggests”, bbc.co.uk, October 5 2020

<sup>5</sup> The Radicati Group, Inc., “Number of sent and received e-mails per day worldwide from 2017 to 2025”, radicati.com, February 2021

<sup>6</sup> Gilliland, Nikki, “How brands are using email during Covid-19”, econsultancy.com, May 14, 2020

<sup>7</sup> Statista, “Number of e-mails per day worldwide 2017-2025”, statista.com, April 2021



**EMAIL IS AT THE  
HIGHEST LEVEL  
WE'VE EVER SEEN**

**PATHWAY REPORT**

It's safe to say that every industry has had to rely heavily on email since the pandemic struck. Most businesses have used email to communicate with customers and keep employees in the loop. Retailers have relied on email for everything from product launches through to returns processing. Lawyers have used email for carrying essential digitally-signed documents and contracts.

Indeed, more than half of all senders increased their email volumes during the pandemic. Almost 80 percent of senders said their open rates either stayed the same or increased during the pandemic<sup>8</sup>. Click-through rates are up too by nearly 40 percent<sup>9</sup>. In fact, a Pathway report concluded that email levels are at the highest levels that have ever been seen.

In the end, email continues to be the go-to channel for companies to communicate directly with customers, staff, and other key stakeholders on a one-to-one basis in a controlled manner.

## A NEW CUSTOMER COMMUNICATIONS CHANNEL

Marketing Week was quoted as saying "We tracked consumer and business email trends over the past eight months and noticed a shift in email marketing behavior. Budgets shifted to digital, recipient activity changed, and volume went way up<sup>10</sup>."

These trends have put pressure on businesses to really fight for customer attention over email while avoiding being tagged as junk. Many marketers doubled down on email marketing in 2020 as real-world marketing was thrown into upheaval. This only increased from 2021 onwards.

In fact, marketers are having to go above and beyond to ensure their emails have a lasting impression. However, with open rates still averaging between 15-25 percent according to email marketing platform provider Campaign Monitor<sup>11</sup>, it's more likely than not that a promotional email will simply be deleted.

So as a comparison, let's look at corporate email. These are the normal everyday messages that employees send on a daily basis. The most accurate daily averages for office workers are around 121 emails received and about 40 sent<sup>12</sup>. This means most of us get an email every six or seven minutes while at work. For many people, this number is even higher. Then multiply those figures by the number of employees in a company and you start to see the sheer volume of emails that are flying around out there.

So, with email volumes increasing and data suggesting that this will continue rising in the years ahead, corporate email is fast becoming a key piece of real estate for customer communications.

Now you might be asking why customer communications specifically. The majority of corporate emails an employee sends have some value to the intended recipient. They will, for the most part, contain important business information. The recipient will often know and trust the sender. They either already have a business relationship or are in the process of developing one. Trust is a difficult thing to come by over email, particularly given spam and phishing scams. So, if you trust the person you're communicating with over email, you're going to be more receptive to what they have to say.

How much does your company spend on advertising and screen real estate via other digital advertising channels? Marketers are all very aware of how difficult it is to reduce marketing costs while increasing leads. So why not exploit the 40 opportunities per person per day you already have for free?

<sup>8</sup> Dolan, Mary, "How The COVID-19 Pandemic Has Changed Emailing", mailjet.com, March 15, 2021

<sup>9</sup> Campaign Monitor, "Email Marketing Benchmarks: COVID-19 Edition", campaignmonitor.com

<sup>10</sup> Marketing Week, "Disruption: How the 2020 Pandemic Changed Email", marketingweek.com

<sup>11</sup> Campaign Monitor, "What Are the Average Click and Read Rates For Email Campaigns?", campaignmonitor.com

<sup>12</sup> Smith, Claudia, "How Many Emails Are Sent Per Day In 2021?", prosperitymedia.com.au, April 16, 2021

# THE KEY TRENDS FOR UNIFYING CORPORATE EMAIL WITH FEEDBACK

As our regular touch points have been disrupted, everyone has been forced everyone to adapt. These changes make a compelling argument that you not only should change the way you use the email you send, but to think of it in terms of not just carrying an intended message, but also exploiting that real estate for feedback opportunities.

Current data and trends indicate that we are moving into a hybridized working world. From how we deal with customers, how we deal with employees, to how we interact with each other, all need to be engaged with on and offline in a seamless way. This provides a blend of communication that can flex depending on the prevailing winds.

So, we need to look at the challenges ahead of us all as we work in a completely different business landscape. And it isn't just numbers, or how many people are doing a specific action. It's about the way in which they will interact with us, meaning we need to combine our brand and service to take to our customers.

As a result, digital channels, and email in particular, have gone from being a supporting set of channels to needing to bear the weight of an entire organization's revenue. The absolute criticality of all of our digital channels means that in a socially-distanced world, we all need to be able to harness customer insight, feedback, data and predictive power – but do so digitally.

Email is low cost, well-understood, and typically everyone in your organization is already using it. Therefore, it has a unique power to communicate, and you can use it as a platform - a low-cost and simple deployment mechanism – not just for the message you want to send but a host of other things too.

This leads to three key trends that unify the argument to think about email and feedback working more closely together:



Figure 1. Highlighting a standard customer journey across different touchpoints.



## 1. Listening Across the Customer Journey on a Regular Basis

For a long time, there's been an over-reliance on feedback surveys, in particular one-shot annual surveys, to get a picture of how your customers feel about your business. You only have to look back to pre-2020 to see that this type of long term, long range market research style of feedback isn't sufficient anymore. Companies that rely on year old data to make critical business decisions can end up in serious trouble due to creating flawed strategies.



**THE AVERAGE  
OFFICE WORKER  
SENDS OUT 40  
WORK-RELATED  
EMAILS PER DAY**

Analysis in February 2021 by global management consulting firm McKinsey & Company concluded that there is now low confidence in the traditional way of surveying<sup>13</sup>. The top global businesses that were interviewed said that the only option they had for measuring customer experience was market research surveys, and these had very limited responses.

This was due to the fact that these surveys were reactive, very out of step with how customers actually experience service, and quite ambiguous as they couldn't be used to work out who said what, at what point. In addition, due to their unfocused nature, the standard response rates were dire, often averaging at less than 2 percent. Bear in mind, these response rates were only attained because of the size of these businesses' customer bases. In fact, only 7 percent of a customer base is ever actually surveyed at any one time. This means a 2 percent response rate from 7 percent, which clearly doesn't provide an accurate representation of an overall customer base.

Forward-looking businesses, on the other hand, look much more at what is 'feedback' versus what is 'market research'. The concept of giving feedback to your Uber driver, letting customers comment on your products or on the service you've received, is becoming much more of a de facto.

With traditional surveys no longer reliable, new feedback opportunities are everywhere – and customers expect them now. Leading brands such as Uber and Amazon want to know how customers feel at every interaction and every touchpoint, not just as a one off.



**YOU NEED TO  
CONSIDER 'FEEDBACK'  
VERSUS WHAT IS  
'MARKET RESEARCH'**

Forrester's 2021 prediction is that money is going to shift into retention methods, such as email, customer service, and the creation of products that drive growth from an existing base<sup>14</sup>. As you're not seeing as many people as you used to face-to-face, it becomes much harder to sell new things to new people. We are all living in an echo chamber made up of the customers and suppliers we had pre-pandemic. So, not only do you need to retain the customers you currently have, but you've also got to sell more to them.

Forrester's other prediction is that companies need to drive customer obsession at their firm, not just customer centricity<sup>15</sup>. This means putting the customer at the center of everything you do. You need to look at the digital methods that you have at your disposal to do this. Obviously, email is a huge one and so is customer service. Combining these two then makes absolute business sense.

## 2. Moving Beyond the Reliance on Customer Complaints

Eminent psychologist Guy Winch has repeatedly highlighted that human beings hate to complain<sup>16</sup>. Only one in 26 people ever actually bother complaining to a company, and 92 percent of customers will just leave after two negative interactions, without telling you anything about it<sup>17</sup>.

<sup>13</sup> McKinsey & Company, "Prediction: The future of CX", mckinsey.com, February 24, 2021

<sup>14</sup> Forrester, "Forrester Predictions 2021 EMEA", go.forrester.com, November 2020

<sup>15</sup> VanBoskirk, Shar, "Forrester Can Help You Craft Your Customer Obsession Strategy", go.forrester.com, August 4, 2020

<sup>16</sup> Pinsker, Guy, "You're Probably Complaining the Wrong Way", atlantic.com, June 29, 2019

<sup>17</sup> George, Duane, "Only 1 out of 26 unhappy customers complain. The rest churn.", cxm.co.uk, April 1, 2016

However, there's a two times likelihood that companies who provide outstanding digital experiences are chosen as a customer's primary supplier<sup>18</sup>. So, if you get the digital touchpoints right and you're asking customers how they are doing all the way through their journey, you can stop people leaving and naturally make yourself their provider of choice.

CEB Board shows that 96 percent of customers going through a high level of effort to deal with an organization are likely to churn, versus only 9 percent of those who went through an effortless experience<sup>19</sup>. Their research also shows that customers are already 60 percent of the way through a buying journey before they make contact, regardless of the product's cost. This means customers are already a long way down your sales funnel before you even know who they are. And once they get in touch and let you know who they are, you need to grab them immediately and "wow" them.

Businesses spend a long time creating beautiful customer journeys designed to increase lifetime values, sell additional products or services, provide a positive experience, and build their overall reputation. And then they throw a long survey into the process. No customer has ever been excited to receive one of these to complete. Therefore, such surveys are likely to be damaging both to your customer journey and the perceived effort around it.

Therefore, it's important to have a good look at your customer journey and review the micro funnels; the micro stages even. It's much better to fix a process that's broken than to add new flashy ones on top. And email combined with lightweight, regular feedback has a big role to play in complaint effort reduction. You end up making customer feedback easier and much more enjoyable. If you try to copy-and-paste an image directly into the signature, the recipient is likely to see a blank square with a red "X" in its place, or find a separate attachment added to the email. What impact will this have on your company's IT systems? At best, embedded images will increase the size of all emails and will probably get stripped out altogether by certain clients like iOS.



### 3. Learning to "Delight the Middle"

The happiest customers in any industry tend to spend more. Therefore, moving a "middling" customer (one that has an average view of your company) to a happy one naturally generates additional spending than focusing your attention primarily on the unhappy.



In fact, Forrester research shows that by making a middling customer happier, you can generate nine times more revenue than by focusing on the unhappiest customers<sup>20</sup>. Therefore, by focusing on making a satisfactory or good customer experience better, companies can receive a much higher revenue return.

It's human nature to want to fix problems for the people that shout the loudest. In fact, businesses spend 80 percent of their resources trying to improve the experience of seriously unhappy customers. But that's not where the revenue is.

However, customers rarely let you know that they are middling or OK. All the research in this space shows that long, one-off surveys suffer from non-response bias. This means that typically it's only the unhappiest customers that respond. This makes it impossible for you to know who is middling, and why, so that you can improve their experience.

To get this feedback, you need a mechanism, like 1-click surveys, that allow you to get a greater response rate from your customers. And the natural location to place these is within corporate email. Through sheer volume alone, you give customers of all varieties an avenue to voice their feedback on the service you offer. This can then be used to inform all manner of business improvements including the customer experience itself.

<sup>18</sup> McKinsey & Company, "The B2B digital inflection point: How sales have changed during COVID-19", mckinsey.com, April 30, 2020

<sup>19</sup> Pemberton Levy, Heather, "Effortless Experience Explained", gartner.com, March 26, 2018

<sup>20</sup> Customer Thermometer, "How to respond to negative feedback," customerthermometer.com, April 30, 2021



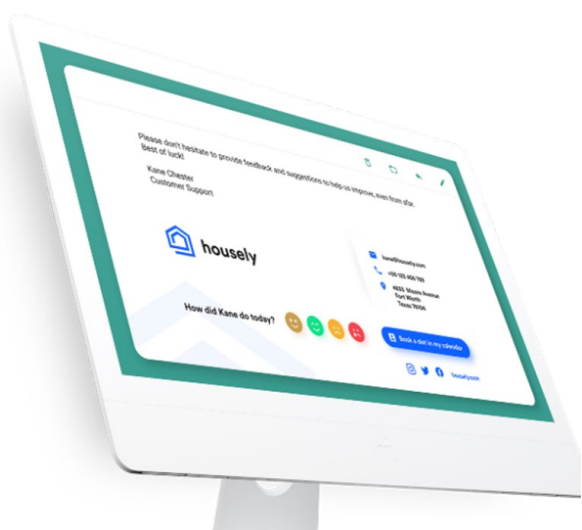
# HOW TO CAPITALIZE ON THESE TRENDS TODAY

In the end, email is sent more, read more, valued more, and has more potential than many organizations currently exploit. But how can you actually capitalize on these opportunities and derive more value from the email you're sending? The answer is simple. And it comes in the form of the corporate email signature.

There's a clear and logical reason for the use of email signatures. People want to know who they're talking to over email. It makes sense to include your name, job title, and phone number on every email you send. It's essentially the electronic equivalent of a business card.

But as you have already claimed this real estate, and it can't be contested by other channels, you should go further than just providing your contact information. In fact, email signatures are a great way for you to broaden your social reach, promote your latest content, maintain brand consistency across all your email communications, as well as showcase and extend the reach of your key marketing communications activities.

The value of email signatures arises from volume, trust, relevance, and targeting. They don't have to compete with other advertising channels and are incredibly low cost. Your email signature is simply appended to a message that's already delivering valuable content.



If the average white-collar worker sends 40 emails daily, that's 2,000 emails sent every day from a 50-person office. This equates to a substantial audience size. As a recipient reads an email sent to them, they are more likely to pay attention to any surrounding information. Email signatures get delivered where marketing emails get blocked. If something is displayed on your work email continuously, it guarantees an audience – and a large one. This means your signature will be seen repeatedly and frequently.

This provides your company with the perfect avenue to subtly increase your brand exposure and provide free advertising. The marketing message is not forced on a recipient as it is with other channels. This makes them more likely to engage with it. That's why email signatures have maximum effect in the business context of ongoing work relationships between single points-of-contact.

When an email is known to be legitimate and from a trusted sender, it offers a great opportunity to introduce a tailored message around your latest campaign or social media post for instance. You're then influencing interactions in a subtle way without disrupting the main content of the email.

This then allows for profiling and segmentation to be used to provide different signature variants. Content can be modified for different teams, giving recipients messages they'll care about. For example, potential buyers could see an introductory offer while customers could be invited to a virtual event. You can use an email signature to further enhance the relevance of that content and personalize the message to better suit a different audience or conversation. You can even make the signature interactive, providing a more "fun" element to corporate communications. Signatures containing links to games, quizzes, and images help keep the recipient engaged.

**BY MAKING A  
"MIDDLING" CUSTOMER  
HAPPIER YOU CAN  
GENERATE 9 TIMES  
MORE REVENUE**

# MAKING THE BIGGEST IMPACT WITH YOUR EMAIL SIGNATURE DESIGN

The best email signature templates are made up of a set of key components. These then all work together to offer businesses of any size multiple marketing and feedback opportunities.



Figure 2. The key components of a professional email signature.

## 1z. Contact Details

The basis of any email signature is the contact details. These will often include your full name, job title, phone number, email address, and company URL. You can then really make your signatures come alive by adding a user photo. This really helps to add a human touch to what can be quite an impersonal channel.

## 2. Brand/Logo

Moving beyond the contact details involves ensuring your email signature conforms to your brand guidelines. It's important to remember that image plays a large part in any organization's reputation. Customers want to deal with brands they perceive to be of a high quality. Most companies spend a long time developing their brand and taking it to market. Email signatures reflect that brand, when done correctly of course, just as much as any other branded materials.

Your email signature can then build and promote your organization's brand awareness, particularly through the use of your corporate logo. This should include a direct link to your website so that prospects can learn more about what you offer.

## 3. Promotional Banners

The middle section of your email signature is the perfect location to display a graphical banner. This can be used for showcasing new content such as a white paper, highlighting special offers, testimonials, and so on. Even better, the clicks are all free, unlike other digital advertising channels. To track how banners are performing, you can add tracking code or UTM parameters to the URL. This helps you better understand customer engagement and conversions via an

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analytics platform. You can then quantify your contacts' interest with your signature content and how likely they are to convert to the individual level.

#### **4. Social Media**

You add in some social media icons as well, and you're providing a great avenue to get loads of new followers for free and improve the reach of your marketing campaigns. Social media links also offer your recipients another avenue to continue their business relationship with you outside of traditional communication channels.

#### **5. Calendar Booking**

You can also add dedicated calendar links to your signature to invite recipients to schedule meetings and demos with you. All recipients need to do is click on the scheduling link and then choose a time that works best for them. This then avoids lengthy email conversations and makes the process of scheduling your time much easier.

#### **6. Email Disclaimer**

Even though they are a holdover from the early days of email, disclaimers are still a matter of lawful and safe operation for many organizations. The specific content of any disclaimer text will vary according to where your emails are going and when. Sections of each disclaimer may require a level of personalization such as the actual sender's name in order to fully comply with certain rules.

#### **7. Company Awards and Certifications**

Corporate certifications in email signatures often provide value, but they need to be managed and leveraged correctly. Putting individual achievements on email provides employees the opportunity to make a strong statement about their expertise as well as provide them with a positive morale boost. The same is also true if you win an industry award. It tells recipients that you are the best at what you do and that your industry has recognized you for it.

#### **8. 1-Click Feedback Buttons**

Finally, you can turn the email signature from not just a marketing channel but a feedback one too. You can gain valuable customer insight by adding simple 1-click feedback buttons. Each button is assigned a link to measure the level of customer satisfaction, i.e. excellent, good, average, and bad. These buttons are represented as universal icons like smileys or stars so that they can easily be understood by anyone. The advent of Amazon and Uber ratings means that customers increasingly expect to encounter feedback opportunities like this in their interactions with you. Your email signatures provide the perfect avenue to do so.

Once you offer feedback options via your email signature, your business gets a regular backdrop of customer feedback in small enough increments that you can act on as soon as it arrives. You get a regular heartbeat of customer customer feedback with every email sent. Essentially, you gain a continuous early warning system that pinpoints dissatisfied customers so you can prevent churn.



Figure 3. 1-click surveys in email signatures provide a real-time view of customer feedback.

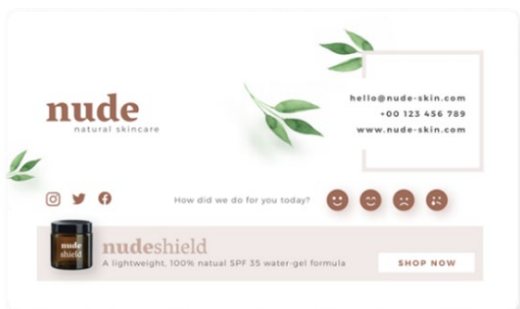
# TAKING CONTROL OF THE EMAIL SIGNATURE CHANNEL

**EMAIL SIGNATURES ARE AN UNTAPPED MARKETING AND FEEDBACK CHANNEL**

However, you can't get the full benefits of this untapped marketing and feedback channel if you can't control your email signatures. There are too many variables and issues that can occur, both technically and managerially. Getting this level of centralized control is why companies increasingly choose [third-party email signature management solutions](#).

By securing the ability to centrally manage employees' email signatures, you guarantee everyone always has a consistent, professional email signature on all emails they send. That's across any device used to send email. So, your signature will look the same on a mobile device as it would on a desktop. This ensures brand consistency and compliance on all corporate emails.

You then can fully harness the benefits of the email signature channel. The marketing department gets full control over the design, messaging, and context of the signature, while not being able to interact with important IT infrastructure. They get control over a channel that naturally falls under their remit, allowing for more tactical usage. This means the easy addition of display banners, company awards, and 1-click feedback surveys. As updates can be made without the IT department's input, IT doesn't need to be involved in signature management.



With central control, you can then truly take advantage of this low-cost digital channel as a quick, easy, and affordable way to roll out both a more compelling brand experience, and a customer feedback heartbeat/pulse.

# FINAL THOUGHTS

Corporate email has fast become a key piece of real estate for customer communications at a time where there have been huge changes to the modern workspace. The death of email is not happening any time soon, with global volumes looking to increase significantly year-on-year at least until 2025. With email volumes at a scale never seen before, there are many valuable opportunities available for improving the reach of your marketing efforts. You often know who is receiving your email, the context of the message, and roughly when the recipient is going to see it.

At the same time, the emergence of lightweight 1-click rating systems (embedded in Amazon, Instagram, Uber, etc.) garner much higher engagement among customers who now expect to encounter them throughout their buying journeys. Long-form and annual surveys are no longer fit for purpose, unable to provide a true indicator of customer satisfaction and loyalty.

But how can you combine your marketing and feedback efforts to derive additional value from all of the corporate emails your organization is sending?

The stalking horse here is your email signatures. After all, they're targeted, valued, trusted, and high-volume. By employing effective email signatures on all your outgoing corporate email, you'll see increased marketing campaign engagement and find that obtaining customer feedback is much easier, especially when it can be obtained at the click of a button.

However, the only way to completely control all elements of an email signature is through a dedicated third-party solution. Without central control, you invite anarchy and decrease their effectiveness dramatically. A lot of IT and marketing professionals are actually not aware that such products exist. However, it's important to remember that organizations use many third-party products and services to automate business functions. Investing in a solution that does the same for email signature updates should be no different.

That's why so many have trusted [Exclaimer](#) with their email signature management requirements since 2001; in fact, Exclaimer created the first ever software of its kind. Our products are used by tens of thousands of companies worldwide including renowned organizations like the BBC, Canon, NBC, UNICEF, Sony, Volvo, and Mattel. Designed for Microsoft 365, Google Workspace, and Microsoft Exchange, they give you centralized control over all email signature updates no matter where your users are working from.

And with Exclaimer's Signature Feedback Power Up, organizations of any size can combine 1-click surveys with professional email signatures. This triggers real-time customer feedback from every corporate email sent, which can then be easily identified and responded to.

# NOW THE ENDING IS JUST THE BEGINNING

Transform your email signatures from simply displaying contact information into a valuable platform to drive your business and build stronger relationships with your audiences.

[Try for Free >](#)

[Learn More >](#)

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# ABOUT EXCLAIMER

Exclaimer provides world-class email signature solutions for Microsoft 365, Google Workplace, and Microsoft Exchange. Exclaimer solutions enable companies to manage their employees' email signatures efficiently and deliver consistent branding, promotions, disclaimers and compliance statements, while substantially cutting admin overheads.

Headquartered just outside of London and with regional offices worldwide, its products are used by over 50,000 customers in 150+ countries with some companies holding licenses for over 300,000 users.

Its diverse customer base includes renowned international organizations such as Sony, Mattel, Bank of America, NBC, the Government of Canada, the BBC, the Academy Awards, and many more organizations of all sectors and sizes. The company has been the recipient of multiple industry awards over the years and was the first company of its type to successfully achieve the ISO/IEC 27001 Certification for its cloud-based signature management service.



**exclaimer**