

Build vs buy: email signature management

Every email needs to look professional, meet compliance requirements, and build trust. Signatures play a big role in that.

Yet only 1 in 5 use a dedicated solution. The rest rely on homegrown tools or manual fixes that add complexity, create risk, and drain time.

Those internal builds rarely pay off: 46% cost nearly twice their original budget, and 71% are eventually abandoned.

If you're in IT, that leaves you with a choice: build your own system or use a tool that's built to handle it.

Most IT leaders agree

92%

say signature consistency builds trust.

To

Subject

Regards,



Ms Tania Sender
Account Executive

T: +123 456 7890
E: tania.sender@amplifystyle.com
W: amplifystyle.com



**Let's connect & discuss
how we can work together**



If you received this email in error or would like to opt out of future communications, please reply with 'unsubscribe' or update your preferences here.



Here's how the two approaches compare

To build or to buy?

What's at stake	Build in-house	Buy Exclaimer
Security	Full control means full risk. 64% of IT leaders report downtime or security issues from internal builds.	Enterprise-grade security comes standard. Encryption, certifications, and updates are handled by experts.
Speed & efficiency	Only 8% of projects finish on time; 46% cost nearly 2× more than planned.	Deploys in days with instant time-to-value—no scripts or custom code.
Operational burden & cost	Hidden costs and upkeep turn savings into overhead. 71% of internal tools are later abandoned.	One predictable price. Updates, compliance, and support included. No surprises.
Expertise	Resource-heavy and dependent on key developers—20% lack capacity, and 26% risk losing critical knowledge.	Built by experts. Refined over 20+ years to handle scale, compliance, and complexity.
Focus & productivity	91% say DIY tools drain productivity and pull IT from higher-value work.	Frees IT to lead growth projects while Exclaimer handles email signatures.
Scalability	Scaling means more custom code and more complexity.	Scales effortlessly across teams, devices, and regions.

The verdict

- **Building:** Creative and customizable, but costly and time-consuming in the long run.
- **Buying (Exclaimer):** Secure, fast, scalable, and cost-effective—freeing IT to focus on what matters most.

Could you build it? Yes.
Should you build it?
Not when Exclaimer already exists.

**Ready to join the
20% already ahead
of the curve?**

Contact Sales