How to *collaborate* with IT to buy and setup Exclaimer

Collaborate with IT. Multiply business impact.

Any team can kick off the Exclaimer buying process. But real success comes when IT and all other stakeholders are involved from the start.

Exclaimer gives IT the control and oversight they need, while letting other teams update email signatures within defined boundaries.

What each team can do with Exclaimer

Marketing
– Run targeted campaigns using banners and marketing integrations.
– Keep brand elements consistent across every email.
– Add embedded social media feeds.

Sales
– Customize contact details and headshots for personalized outreach.
– Add calendar links or offers.
– Apply location or role-based signature rules.

HR
– Automate onboarding and offboarding processes.
– Highlight internal events or programs.
– Keep job titles and contact info up to date.

Customer Success
– Embed CSAT surveys and support links.
– Use banners to increase NPS.
– Display the right contact info for every touchpoint.

IT
– Control all email signature updates from one location.
– Lock down disclaimers and brand elements for legal compliance and company reputation.
– Cut down support requests using role-based access control (RBAC).

> *Since implementing their solution, we've seen a noticeable increase in interactions and clicks to our landing pages. It's user-friendly, easy to implement, and ensures every email looks polished and professional.*

Laura Anderson
Business Systems Manager,
Komfort Partitioning

Exclaimer

exclaimer.com

Built for IT. Designed for *cross-team* alignment

The challenge isn't setup. It's alignment.

Your IT team can implement Exclaimer less than an hour. But first, you need to get IT and business teams aligned on how email signatures support brand, legal, and operational goals.

How to bring everyone on board

Start with shared goals
– IT needs control, consistency, and no added overhead.
– Marketing wants branding and campaign flexibility.
– Legal needs auditability and compliance.
– HR needs signatures that reflect current roles and people.

Give teams a clear role
– Use role-based access controls (RBAC) to delegate ownership without giving up control.
– Let business teams manage what they care about without increasing the burden on IT.

Put boundaries in place
– Define where content can be changed and what stays locked.
– Apply policies consistently across departments, locations, and devices.
– Empower employees to maintain the accuracy of their contact details.

Show what's changing and why
– Use audit logs and version history to build trust and maintain oversight.
– Keep everyone informed without creating noise or confusion.
– Deploy signatures to email clients giving users a familiar experience.

Roll out your new email signatures fast

1. Connect Microsoft 365, Google Workspace, or Exchange.
2. Define mail flow and apply access controls.
3. Build templates using the signature designer.
4. Launch, monitor, and optimize your new email signatures.

Want to make the case internally?

Book a demo of Exclaimer so we can directly answer your stakeholders' concerns.

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