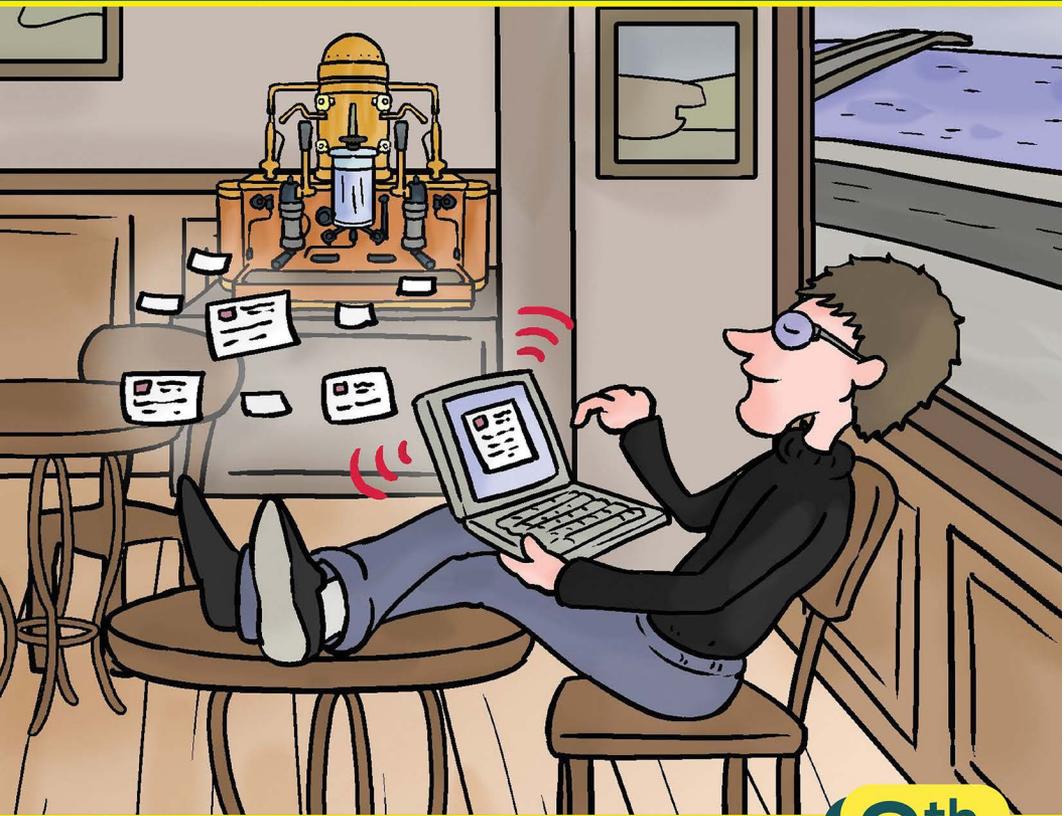




ConversationalGeek®

Conversational Microsoft 365 Email Signatures

By J. Peter Bruzzese (10-Time Microsoft MVP)



**In this
book, you
will learn:**

- The importance of uniform email signatures
- Email signature consistency challenges
- Exclaimer's solution for email signatures within Microsoft 365

**9th
Edition**

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 **Exclaimer**

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Exclaimer is the leading provider of email signature management solutions for Microsoft and Google email services. Its scalable cloud-based platform enables organizations to centrally manage and automate email signatures, ensuring regulatory compliance, operational efficiency, and brand consistency. Built for IT teams and powerful for business, Exclaimer simplifies email signature management by eliminating manual updates, reducing security risks, and maintaining full control over business email communications.

Exclaimer delivers 20 billion email signatures from 9 million email accounts across 70,000 organizations annually. Its diverse customer base includes Sony, Mattel, Bank of America, NBC, the Government of Canada, the BBC, and the Academy Awards.

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Exclaimer

www.exclaimer.com

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By J. Peter Bruzzese

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Note from the Author

Greetings!

I remember the days when a signature was simply your name and title, perhaps some additional contact information. Using Outlook to control your own signature was easy enough for most. Unfortunately, some took the creativity needle and pushed it off the charts with all sorts of weird fonts, graphics, quotes and such (without any concern for consistency).

At some point the email signature became a representation of the company itself. It therefore became necessary to regulate and make it uniform and consistent. In fact, email signatures are now considered part of the PR and marketing of a company, making the need for a consistent, professional signature a must-have.

In addition, regulation compliance has pushed the need to add disclaimers with the importance of having consistent signatures across devices (desktop vs. mobile). As a result, IT must look to provide uniformity over and above what Outlook could do.

Although there are built-in tools for both Exchange and Microsoft 365's Exchange Online, there are times when a third-party solution may be needed to ensure your company is getting the full value from the signatures your employees send with each and every email correspondence.

J. Peter Bruzzese



The “Conversational” Method

We have two objectives when we create a “Conversational” book: First, to make sure it’s written in a conversational tone so it’s fun and easy to read. Second, to make sure you, the reader, can immediately take what you read and include it in your own conversations (personal or business-focused) with confidence.

These books are meant to increase your understanding of the subject. Terminology, conceptual ideas, trends in the market, and even fringe subject matter are brought together to ensure you can engage your customer, team, co-worker, friend and even the know-it-all Best Buy geek on a level playing field.

“Geek in the Mirror” Boxes

We infuse humor into our books through both cartoons and light banter from the author. When you see one of these boxes, it’s the author stepping outside the dialog to speak directly to you. It might be an anecdote, it might be a personal experience or gut reaction and analysis, it might just be a sarcastic quip, but these “geek in the mirror” boxes are not to be skipped.



Greetings. They call me J. Within these boxes I can share just about anything on the subject at hand. Read 'em!

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The Business Need for Standardized Email Signatures in Microsoft 365



I'll just go ahead and say it: *business email isn't going anywhere.*

According to Exclaimer's ***State of Business Email 2025 Report***, 89% of organizations say business email is important to daily

operations, just under half of their internal and external communications rely on direct email, and one-third rely on email for customer/client communication. So, despite having many choices of mediums (think text, slack, WhatsApp, Teams, and many more), email remains the most trusted channel for business communication.

With business email being so critical, it's important to dive into the one aspect of this communication medium that appears in every single email: *the signature*.

An email signature, when done right, is of tremendous benefit to organizations— it enhances professionalism, supports branding, improves the customer experience, and ensures consistency and compliance. So, it surprises me sometimes when I receive and read an email message wherein the content comes across as professional and then I glance at the signature which screams “amateurish”, “unprofessional” and/or “blah”.

At the same time, I also find that unprofessional email signatures jar my perception of the sender and the company they're associated with. One moment I get an email that has a signature and the next I get the “Sent from my iPhone” mobile flavor of the email.

I'm not judging folks for stepping out, and I certainly appreciate that they value me enough to email me on the go, but it's a combination of the loss of professionalism the signature should provide combined with the TMI factor (i.e., I don't want to know what device you're using unless the real message is 'please forgive all the typos and acronyms... I'm on my phone').

Even so, why should businesses care about their email signatures?

Why Need an Email Signature at All?

There are a number of reasons why email signatures are important for a business you should consider:

- 1) **Branding:** It's the one part of the email that can be consistently used to reinforce company identity with logos, slogans, visual elements, etc.



Corporate Brand Reputation is recognized as a significant business and financial asset, with a company's brand influencing close to 40% of its' enterprise value.

- 2) **Customer experience:** A good signature provides all the key details a customer needs: who sent the email, how to get in touch, and how to take the next step. It communicates trust and professionalism at a glance.
- 3) **Communication consistency:** An inconsistent signature—like one that says “Sent from my iPhone”—can damage the overall impression of your brand (remember my reaction?). Consistency matters. If everyone uses different formats (or no signature at all), you lose credibility.
- 4) **Opportunity:** Quite frankly, email signatures are an opportunity to inform customers of new promotions, connect them with support, help them schedule time with a salesperson, and more. If you're still seeing signatures as just “name, email, phone”, you're missing the boat.

I read a statistic that says the average employee sends 40 emails daily. So, in a 100-person company that's 4,000 emails every single day! A company can use that high-volume email load as a low-cost marketing tool to drive awareness, engagement, and action, but only if they know how.



Email signatures are 4x more cost effective than email marketing at generating clicks (CPC of email signatures \$0.14 vs CPC of email marketing \$0.57).

There are a few other influences as well that are making uniform corporate email signatures necessary. *The use of Generative AI* is one; AI is putting professional-level creative capabilities into the hands of every employee, giving them the tools to create inconsistent signatures that fall outside of brand guidelines. While helpful in some contexts, these tools can bypass design standards and result in creatives that dilute your visual identity and cause confusion.

The second revolves around cybersecurity concerns, specifically *brand impersonation*. Many phishing emails purport to be a well-known brand to establish legitimacy. While no email signature alone can prevent phishing, standardized, recognizable email signatures help establish trust and consistency, making it easier for recipients to identify legitimate communications from your organization.

The last is *moving email to the cloud*. While most of you reading this are already on Microsoft 365 (which is why you're reading this eBook!), some of you are still running on-premises Exchange Server (2016 or 2019) and have heard the *end of life* news. The required shift to the cloud in response to this news has many organizations reconsidering how they manage infrastructure, security, and policy enforcement — including the role that email signatures play in all this.

Key Use Cases of a Uniform Email Signature

There are a number of use cases where uniform email signatures can help meet organizational needs. Let's look at how a few departments within an organization can put them to good use:

Legal: The lawyers want to ensure there's some sort of legal disclaimer at the bottom of emails with a mixture of language that hits confidentiality, privacy and/or compliance concerns. The goal is to limit liability and there are different email disclaimer laws in different parts of the world.



You might think a disclaimer only has to go to external recipients, but this is not accurate. There have been a number of lawsuits that have occurred due to offensive emails that have been sent internally. So, it's important to add an internal disclaimer, albeit one that differs from your external one.

Sales: These folks want to promote current sales offers, promotions, and content like demos and whitepapers to prospects and current customers alike. Even better, adding meeting booking links gives contacts an easy to schedule time with the rep. They could utilize all outbound email communications to include details on what's being promoted and next steps to take if interested.

Marketing: An email signature can be used to convey the value of the brand, how to connect with the organization, promote an upcoming event, and more. Perhaps you want to include social media icons, award logos or other dynamic content. Often times when I have speaking engagements, I will put them in my signature to get the word out. Sometimes I'll use a banner or graphic that links to the event itself. No doubt, your

company may have similar events, news, product announcements and so forth that could be spread to a wider audience by simply using employees' email signatures to do it.

IT: Internal email signatures could be used to communicate the problem links to open a helpdesk ticket, visit the user knowledgebase, where to find Microsoft 365 training, and more.

HR: These folks are all about making sure employee titles, pronouns, phone numbers, addresses, working hours, etc. are all correct. A uniform email signature that's integrated with a service of record would put them at ease when worrying about whether each employee (and, therefore, the company overall) is being represented correctly.

The Challenge of Uniform Email Signatures in Microsoft 365



Believe it or not, even today there are companies disseminating Word documents with “approved” email signatures and instructions for employees to copy the one they want to use into their various email clients.

Email signatures are a real problem for organizations. There are ways to push out a standard signature using scripts, applying a signature as a footer in Transport Rules within Exchange, and Outlook plug-ins to assist. But organizations serious about truly implementing a uniform email signature within Microsoft need to be concerned about a few things:

- 1) **A variety of corporate email clients:** You have Outlook in Windows, Mac, iOS, Android, and Web App flavors. And your employees likely have at least two in use. There is no single supported method of pushing an email signature to all of these clients.

- 2) **A variety of recipient email clients:** Your signatures need to work on an even larger list of email apps and web clients and, somehow, still look consistent.
- 3) **Internal vs. external use cases:** Since email signatures can be used to communicate specific things to specific recipients, having an ability to differentiate signatures for employee- and customer-facing emails, different regions of the world, and to meet specific department needs is important.

It's evident, if you're serious about email signatures, this cannot be left up to the whim and will of each end user. You have to ensure it's done right, is centrally manageable, and is consistent.

With email remaining the most common form of communication in any business, it's essential that emails coming from your company convey a uniform professionalism and maintain regulatory compliance standards.

The hidden value in email signatures can only be unlocked if they aren't left to chance. Consistency (whether in the office or on the road), professional appearance, and uniformity throughout your organization... these are key aspects of email signatures that deliver value.

Centrally managed email signatures are not as easy to establish as you might think. There is a technical side to it, as well as a design element that must be taken into consideration.

Methods for Controlling Email Signatures

I should start by saying that telling your end users to just create their own signatures in Outlook is not an option; this is too important from a corporate perspective to leave it to chance and/or individual creativity. There are, however, a number of

cumbersome and inconsistent methods IT can use for creating and managing corporate organization-wide email signatures.

One-off signatures created by a helpdesk tech is a per-user, per client exercise that IT has no time for. In fact, according to Exclaimer's 2025 State of Business Email Report, 35% of IT teams say email signature management is one of their top two most time-consuming tasks. And offering a signature template for users to copy and paste is going to have very mixed results. IT needs to automate this process to address corporate/legal/consistency requirements, as well as ensure a way to easily update signatures without becoming a bottleneck for change requests from Legal, Marketing, HR, and Sales.

Note: Microsoft has a variety pre-made customizable email signature templates online: (goto.cg/ESTemplates)

One automated method is for IT to use *mail flow rules* (aka transport rules) within Exchange and/or Microsoft 365 Exchange Online to create HTML or plain text legal disclaimers.

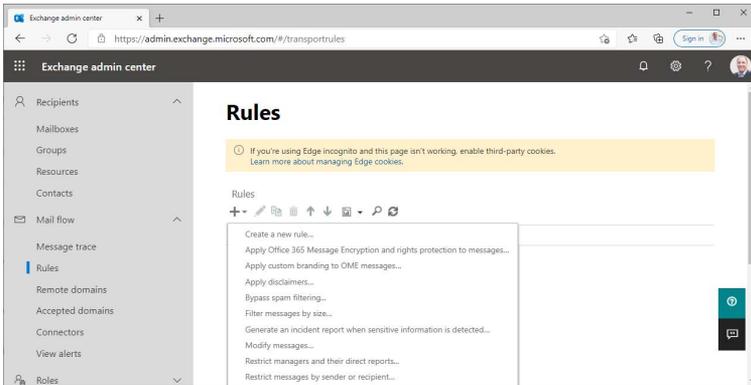
To accomplish this, you need to know how to create a transport rule – a set of conditions, actions, and exceptions (which are optional). So, when a condition is met (say “All email going outside the organization”), an action is taken (say “Append this text” and then insert text) unless this exception applies (say “the disclaimer has already been applied” to ensure the disclaimer is only added to the original message).

It sounds easy enough, right? Well, it is if all you’re looking to do is add some text to the bottom of every email leaving your organization. To format the text, or include more information in it, you have to use HTML and inline CSS styles (i.e., use an <HR> tag to the line before the disclaimer) to make it work

In the Microsoft 365 dashboard, you need to go to your Exchange Admin Center tools. From here you select the ‘mail flow’ feature, and then under ‘rules’ you can create a new rule or simply choose the ‘Apply disclaimers’ template.



A common complaint with transport rule disclaimer signatures is that with replies and such, the signature will continue to get applied each time, but at the bottom of the email chain. You can avoid this by using an exception to examine if the disclaimer text is already applied.



The M365 Exchange Admin Center: Rules Dialog

Images cannot be embedded. They can be inserted but not directly, so you have to point them to a public website through a link using an `` tag. Example: That means they may not appear in many email clients. Instead, they will appear as red 'X' squares until the user clicks to 'Download additional content'. Additionally, in some email clients these images are interpreted as attachments, eliminating the purpose for including them in the first place.

For a little automatic personalization, Microsoft provides a list of disclaimer tokens that allow you to incorporate dynamic values from the sender into the text. You can use special tags to pull in attributes of your users and then insert those using double % symbols, such as `%%DisplayName%%` for their name

or `%%PhoneNumber%%` to insert their number. This, of course, requires your Active Directory or Entra ID data (Azure AD) to be up-to-date and complete in terms of all user/mailbox attributes – or you end up with incomplete signatures that look unprofessional.

```
HTML Copy
<div style="font-size:9pt; font-family: 'Calibri',sans-serif;">
%%displayname%%<br/>
%%title%%<br/>
%%company%%<br/>
%%street%%<br/>
%%city%%, %%state%% %%zipcode%%</div>
&nbsp;<br/>
<div style="background-color:#D5EAF5; border:1px dotted #003333; padding:.8em; ">
<div></div>
<p style="font-size:12pt; font-family: 'Cambria','times new roman','garamond',serif; color:#f
<p style="font-size:8pt; line-height:10pt; font-family: 'Cambria','times roman',serif;">This mess
<span style="padding-top:10px; font-weight:bold; color:#CC0000; font-size:10pt; font-family: 'Cal
</div>
```

Creating a Signature in Exchange Online

You can use the transport rules to create multiple disclaimers and set the condition(s) to apply to a specific user or group of users in order to apply different disclaimers to different persons/teams. But this requires quite a bit of effort on the part of an already overworked IT admin.

Built-in Exchange Functionality Limits

Transport rules will certainly work if a simple disclaimer is all you're looking for, but as we discussed earlier, when used properly, email signatures can truly benefit your organization. Uniformity is key, as is a professional look.

When you are working with transport rules to establish basic disclaimer email signatures, there are a variety of important limitations to consider, beyond the extra work involved. For example, the only way to enhance the look of your email signature is through HTML mark-up. Without a visual editor

you'll be learning (or re-learning for those of us who have been playing in the IT world since the '90s) HTML.

And what about mobile devices? For example, iOS devices tend to use email clients that send in plain text. If your HTML code is applied to that plain text email, it definitely won't be formatted correctly, and it's possible the recipient will see a block of raw HTML code instead of a signature.

There is no way to test your rule without enabling it and then sending a test email. Again, that's extra work. There are no templates to choose from to help you with the look and feel of your signature. IT folks are not known to be universally proficient with graphic artistry. Nor are they typically proficient enough to make it all come together through HTML. So now you're looking for a graphics person and a web designer who can write solid HTML/CSS to make the signature look polished.

There are several other limitations that Microsoft acknowledges: they can't insert the signature directly under the latest email reply or forward, they can't display server-side email signatures in users' Sent Items, and they can't skip lines that contain variables that cannot be updated (if the information is not in Active Directory for that user).

Outlook Cloud Signatures

This SOUNDS like an auto signature competitive solution but it's not. I'll explain why in a moment. What this does is allow a user to set up an email signature and save it in the cloud so that they can hop from one Outlook to the next and apply it.

You see, email signatures are stored locally on the Windows system and stored locally in the registry, which means users have to manually configure their signature settings with each email client. That's fine if you only use one system, or if you don't mind copy/pasting the signature into every system you own and work from. It still does nothing for consistency,

nothing to ensure a professional look, etc. Moving that to the cloud will allow subscription-based versions of Outlook (not 2016, 2019, etc.) the ability to set up the signature, and any new installations of Outlook 365 will have those signatures. If you're an Outlook (on the Web) user, you can use the roaming signature created in Outlook through OWA.

To start with, only Outlook on Windows will work (and again, only those who are updated with the 365 subscription plan) but eventually iOS/Android Outlook will include it too.



Microsoft MVP Tony Redmond wrote about Microsoft's cloud email signatures and said "Roaming signatures fix a problem in that a common signature is now available within the Outlook client family. It's not a universal panacea for email signature management and does nothing about making sure that people use suitable corporate signatures throughout the organization, including with non-Outlook clients. If you're interested in central management of email signatures across multiple clients, there's still a ton of value to be gained from investing in the right tools." You can read more at goto.cg/45yXt5R

Auto Signature Products

There are a variety of different ISVs that provide auto signature solutions to attach professionally formatted signatures to internal/outbound messages. These might be in the form of an add-on to your email client (an Outlook add-on/in for example) or through a cloud-based agent that attaches the signature after the message is sent.



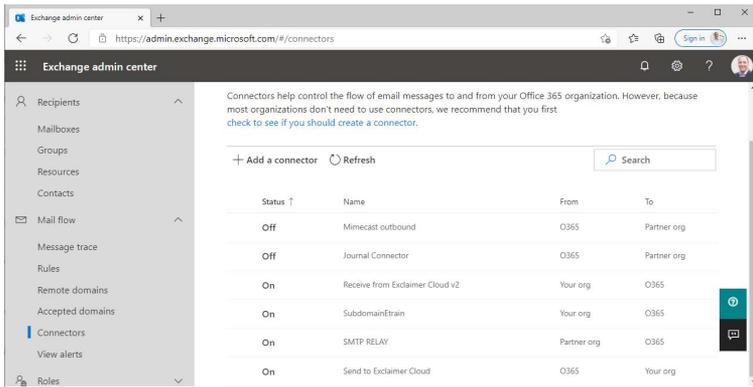
For those who are used to physically seeing the attached signature (like it appears in Outlook) a cloud-based auto signature solution takes some getting used to because you don't see it when you hit send.

Connectors Assist Microsoft 365

Much like with an on-premises deployment of Exchange, if you wish to add functionality within the mail flow, you need to use third-party solutions and daisy chain these together with connectors. Inbound and outbound connectors can be quite useful for enhancing the email system (whether on-premises or in the cloud) with security, archiving and more, including email signature support.



On-premises, you can daisy chain multiple solutions together quite easily and without too much concern of added latency. However, one challenge with the cloud is that the more services you daisy chain the greater the email latency and the greater the complexity of the solution, which also adds to the difficulty in troubleshooting.



The M365 Exchange Admin Center: Connectors Dialog

Creating inbound and outbound connectors is not incredibly difficult in Microsoft 365 if you have the proper permissions to do so. To accomplish this, once again, navigate to the Exchange Admin Center. Once you are there, you'll want to find the 'mail flow' feature from the Features pane. Then select the Connectors tab at the top.



From within the Connectors section, you can add incoming and outgoing connectors that go to on-premises email servers (like in a hybrid environment), to and from Partner organizations (i.e. business partners and/or service providers), to and from the Internet and so on.

Depending on the direction from the third-party vendor you're working with, you can establish these connectors to alter mail flow with the intent of adding special features to Microsoft 365 (like a signature solution, security solution, archive solution and so on).

The Big Takeaways

Microsoft 365 through Exchange Online does have the ability to provide a measure of email signature uniformity through the use of mail flow rules (disclaimers/signatures) and now Outlook Cloud Signatures. But, beyond the basic inclusion of text, you have to look at using HTML to fancify your signatures and/or look for email signature resources (i.e., pre-built HTML templates) you can use. And although storing signatures in the cloud can help an individual to port their signature from one Outlook to the next it doesn't ensure professional formatting, consistent branding and marketing elements and more. It's not full email signature management.

When compared to third-party email signature tools that provide a visual editor with no IT experience needed, a built-in set of templates and more, you may find you want and need to use an additional solution for your email signature when working with Microsoft 365.

I appreciate that Microsoft acknowledges the need to use a third-party platform to overcome the limitations of organization-wide signatures. In fact, they list those limitations and say "Please do an internet search for **email signature software**. A number of these providers are Microsoft Gold Partners and their software provides these capabilities." (goto.cg/CreateESD)



Full disclosure: with all my IT experience, when it came time to ensuring my business put its best foot forward and used consistent, professional signatures across all devices for everyone in the company, I went to an auto-signature solution. I went to Exclaimer.

Sponsor Chapter: Exclaimer



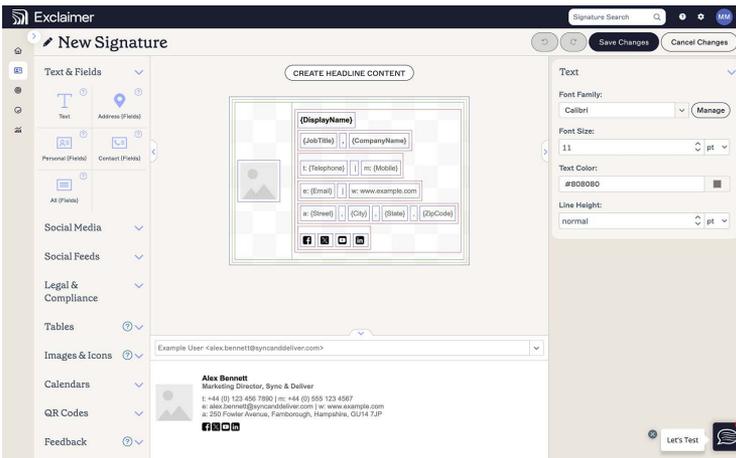
It's safe to say, if you're an IT/Exchange admin, you would love to have a way to not only resolve the email signature uniformity conundrum, but either delegate it to someone else or provide automation of manual processes, which will, in both cases, give time back to the IT professional. Time that can be better used for strategic thinking.

Exclaimer does just that. And with over 70,000 global organizations across regulated industries relying on Exclaimer to service 9 million outboxes and over 20 billion email signatures each year, it's clear they're the provider to rely on. Through a web-based user interface, you can create professional email signatures or delegate the process to someone with absolutely no IT expertise. From a single system, a non-IT user with no HTML skills can design and apply multiple

signatures for all Microsoft 365 users, but only if you give them certain permissions.

The person designated to design the signatures will use the web-based UI where they can create email signatures using a drag-and-drop editor or choose from a range of professional signatures in the template library. Contact details for the users will be pulled from a direct integration with Entra ID (Microsoft 365's directory) for fields like name, job title, phone number, etc. You'll also have the ability to use custom attributes in signatures, and any fields that aren't populated for a particular user in your directory will automatically be hidden without messing up the design.

The drag-and-drop signature editor allows you to easily add other elements such as logos, promotional banners, user photos, and social media icons. You can then implement marketing elements to turn email signatures into lead generation and personalization tools. For example, you can apply different banners that match the recipient's position in the buying cycle, ultimately creating an account-based marketing (ABM) channel.



The Signature Design UI



Once you have it set up, if you need to swap out the event banner or make a change you can make it for everyone at once through the signature editor, or you can use scheduled rotating banners for your promotions that start and end on a specified date. And don't even get me started on the value of the Signature Rules Tester! I can test users to see if they send internally/externally exactly what their signature will look like. What a huge time saver rather than saying "ok... let's test it... send an email to my Gmail account" for different users.

Once you've finished creating the signature, you can then apply it based on a number of different criteria:

- Microsoft 365 group membership
- Salesforce or HubSpot list membership
- Whether the recipient is internal or external
- Whether the email is a reply or not
- Date/time range
- The sender/recipient domain
- Recipient email address
- Specific user attributes in Entra ID such as job title or country
- Presence of words in the subject line
- Advanced rules and queries

Multiple users can be given access to your Exclaimer account, and you can assign them either admin or editor permissions. This ensures the correct person deals with the correct signatures, whether that be department or country-specific. This means that you don't have to rely on a single person to manage company-wide signatures.

How Exclaimer Works

Exclaimer is extremely flexible, providing multiple setup options depending on your particular needs.

1. Server-side configuration: Mail flow is configured through connectors to go from Microsoft 365 to Exclaimer's regional Azure servers. The signature is added and then passed back to Microsoft 365 for sending. It means that the signatures are applied after the email has been sent - you cannot view your email signature while composing the email messages. Signatures are applied to all email messages via Exclaimer's Cloud service, irrespective of which browser/device/email client is used.
2. Client-side only configuration: With this setup, mail flow does not pass through Microsoft Azure. In just a few clicks within the Microsoft 365 Admin Center, signatures are deployed to your users' Outlook, where they can choose a specific email signature template created in Exclaimer. It means that you can view your email signature while composing the email messages in Outlook (and Apple Mail). The signatures are synchronized to the users' email client.
3. Client and server-side (the best of both worlds): Email signatures are deployed to Outlook, and emails are

also passed through Azure. This means your users still have the option to choose their signature, and they'll also get signatures stamped on emails sent from mobile devices and Macs.

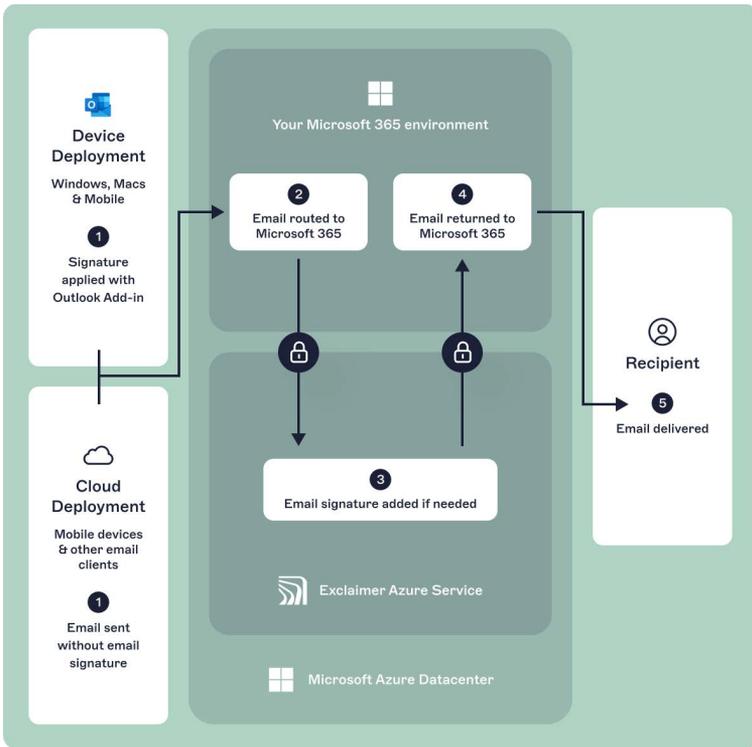
There are a variety of new and interesting features that expand how Exclaimer works including:

- Allowing client-side signatures to change automatically based on the email recipient
- Using email alias addresses and applying your signature to these emails
- Analytics dashboards to see how email signature templates are performing

The Azure Configuration Setup

Exclaimer is hosted within the Microsoft datacenter world (the Azure side). As a result, your Microsoft 365 emails are all processed within the Microsoft Cloud infrastructure. This is not just comforting from a security perspective and a desire to avoid email tampering; in terms of latency, having the solutions “near” each other physically and in similar datacenter/network spheres can help reduce excessive latency concerns.

On the Azure side, setup is done so you have a high-availability, load-balanced configuration. The send (outbound) connector will pass the email from Microsoft 365 to a regional Exclaimer Azure server. After the signature is applied, it will use the receive (inbound) connector to pass the email back before it gets sent out.



As for ‘how’ the signature is applied, when the email reaches the Azure server, Exclaimer examines the message ‘envelope’, which includes the sender’s details and intended recipients, determining which signature to apply to the email.

The sender’s attributes are pulled from the cached Entra ID data, which is used to populate the selected signature, e.g., name, job title, phone number, etc. Exclaimer then ascertains where the signature is to be inserted. It decodes the MIME (Multipurpose Internet Mail Extensions)/TNEF (Transport Neutral Encapsulation Format) carrier to do this.

The signature is then inserted in the appropriate location and this new email is sent back to Microsoft 365. It passes through the Receive connector, which forwards the email onto its original recipient/s.

Exclaimer does not save any email content to an external location. This is due to the SMTP mode of integration with Microsoft 365 not requiring emails to be stored prior to being forwarded back to Microsoft 365.

All it does is look for a reply separator in order to apply the signature correctly. It also scans the message body for any unique strings to determine if a signature is already present, i.e. during email conversations.



On a personal level, one of the things I love about Exclaimer is the ability to use an internal and external signature. But that's not the best part. When I send an email to persons inside and outside the company, Exclaimer appends the internal signature to my internal people, and external signature to external people. Off the same email I send!

Key Features

The most obvious features revolve around the marketing elements. Consistent, professional-looking signatures that you build and test easily with their drag and drop designer. Banners and clickable elements to take recipients to your social media pages (Facebook, LinkedIn, X and so forth). But, beyond the obvious options, there are a bevy of marketing features available within Exclaimer. These include:

- **Social Feeds**, which allow you to display the three latest Facebook or LinkedIn posts within the signature. This will strengthen connections and communities with those who already know you. Plus, there are analytics to help you see which posts resonate more with your audiences.

- **Integrating with Salesforce and HubSpot**, which allows you to easily pull in recipient lists and contact details from your CRM. That means you can show the right banners, segment contacts more effectively, and track campaign performance—all through everyday email signatures, tailored to where each person is in the buyer journey.
- **Campaigns** that let you schedule banner campaigns to deliver highly personalized messages to your audiences at optimal times.
- **Branding** , which enables you to set branding attributes in advance (think logo, colors, fonts, etc.) to ensure automatic unification or alignment of signatures toward your brand.
- **Customer Thermometer integration**, which offers the ability to add in a 1-click survey to an email signature template, providing an easy way to gain stakeholder feedback in real-time. This is a million miles from those long-winded customer surveys that hardly anyone responds to.



While not signature-related, Exclaimer even extend branding into *meetings*, ensuring consistent backgrounds are used that reinforce company branding.

Disclaimers

Disclaimers make sure the organization meets any legal and regulatory requirements.

Standardized disclaimers can be added to outbound emails, ensuring compliance across departments and geographies. All from one location. And by leveraging some of the previously mentioned selection criteria, it's possible to have different disclaimers for different purposes, senders, recipients, geographies, and more.

Headline Content

We often think of an email signature as something that solely goes at the bottom of an email. But through Exclaimer, you can also add content at the *top*, above the body section, to drive greater engagement from your business emails.

From an internal email perspective, you can use this feature to promote key company mindsets, or alert all to an upcoming event like a product kick-off.

From an external email perspective, this is valuable for brand awareness content. Or for promoting an event, perhaps an upcoming conference or webinar. Or for encouraging customer feedback through a survey.

Meeting Booking

We've talked about the value of a consistent email signature from a company awareness and marketing perspective. And we've also seen how the extension of a customer feedback solution can take your email to the next level. Exclaimer also has appointment booking capability through integrations with Calendly, Chili Piper, and Microsoft Bookings.

It connects with Outlook or Google calendars and shows real-time availability that can be configured by the users to ensure the days/time offered are what they prefer.

New appointments are added automatically, and reminders are sent to both the user and the requester through email and SMS. It can integrate with both Teams and Zoom for video conference calls.

The booking link can also be shared outside your signature so you can copy and paste it to send to folks, going beyond the signature link option.

Personally, I love it when I see an option to choose an appointment time with a person I'm looking to talk with. I hate playing phone tag or back and forth "here's my schedule, what's YOUR schedule" games with folks. As a user it's easier for me to choose a day/time. So, from a different angle, that of a marketing professional perhaps, or a salesperson, to offer a fast, effortless way for folks to book time with you... that's gold.

Sales Automation

Now, let's talk about another win for your sales team—automation.

If you're using tools like Salesloft or Outreach, Exclaimer has you covered. They integrate directly with both platforms, making it easy to ensure your signature always shows up in sales outreach.

You can apply personalized signatures to emails within your sequences or cadences. And you can even target specific signatures to specific emails or monitor performance by tracking subject lines.

I think this kind of automation is a game-changer. Salespeople already juggle so much. Pipeline management, follow-ups,

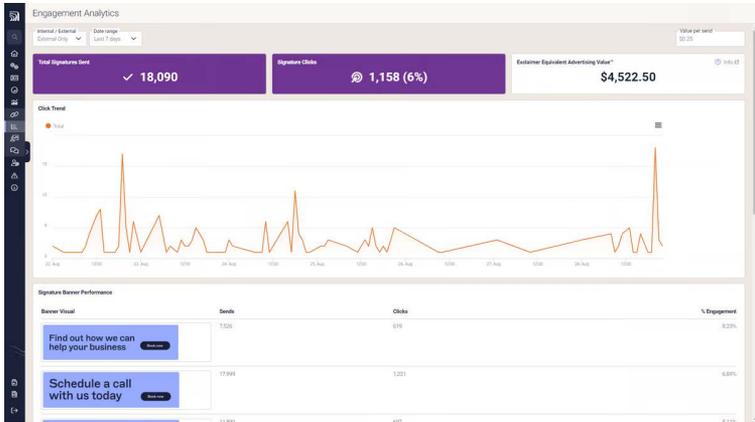
calls, demos. Why should signature management be one more thing to think about?

Analytics

If your signatures are an organized marketing initiative, as they should be, you want to be able to see clear outcomes.

Exclaimer already allowed you to view click-through rates on signatures but now offers the ability to drill into an individual signature to see which elements are performing the best.

Account level attribution on those clicks lets you see which recipients are clicking on your signatures to ensure the actions you're trying to direct are working.



Engagement Analytics Dashboard

Along with analytics, a signature score has been added so you can gauge which signatures perform best. The score is based off of extensive anonymized global research. This allows you to optimize your signatures based on objectives. All of the data and analytics feed into another feature, signature recommendations, which will guide you on how best to design the right signature for your goals. And you can download all of this data into a CSV file for deeper analysis. Nice!



Pondering all of these features and options, think back to the previous chapter that explains the extent to which you can construct and deploy signatures using built-in M365 tools. It's no wonder Microsoft encourages you to seek out a third-party solution if you need more robust signature development and utilization.

Strict Security Maintained

Exclaimer ensures the security of your email and its contents on a number of levels. It starts with support for Microsoft single sign-on to ensure those users managing signatures are who they say they are. Second, signatures can be grouped together and secured from unauthorized access, making certain they are not tampered with prior to being appended to emails. Third, role-based access ensures more granular control over access to and management of signatures.

Lastly, the connectors we spoke of earlier will protect the integrity of the mail flow. SSL certificates and TLS encryption are used to provide a secure connection between Microsoft 365 and Exclaimer.

Data is encrypted using a combination of RSA-2048-bit asymmetric encryption and a one-time use Rijndael symmetric session key. Rijndael is an algorithm selected by the U.S. National Institute of Standards and Technology (NIST) as the Advanced Encryption Standard (AES). Keys issued are managed through certificates, with several of these being used for encipherment (converting a message into a cipher for encryption and decryption) purposes.

When Exclaimer processes an email, it examines the message to decipher the sender's details so it can apply the relevant

signature as configured within the UI. It also scans the mail for common strings that represent a reply separator, so the signature can be inserted in the correct location.

Exclaimer does not actually ‘read’ the message in the traditional sense, and the email content is not saved (persisted to disk) or available to Exclaimer personnel. Overall, because the email stays in the Microsoft Cloud loop – and because proper connector protocols are used to ensure security – email is not compromised at rest, nor is it able to be compromised in transit through the signature “stamping” process.

Worldwide Availability

Exclaimer is hosted in 14 regional Microsoft Azure locations globally. Each region has a primary and secondary datacenter, ensuring your mail flow is constant, even in the rare event of an issue occurring in the primary datacenter.

Trusted by Millions of Users

Exclaimer adheres to many internationally recognized cloud security standards. It’s both ISO/IEC 27001 and ISO/IEC 27018 certified by the British Standards Institution (BSI), ensuring its information security management system (ISMS) complies with rigorous security standards.



Additionally, Exclaimer has achieved the SOC 2 Type II attestation, which confirms that its global systems and operations meet the Trust Services Principles for Security, Availability, and Confidentiality.

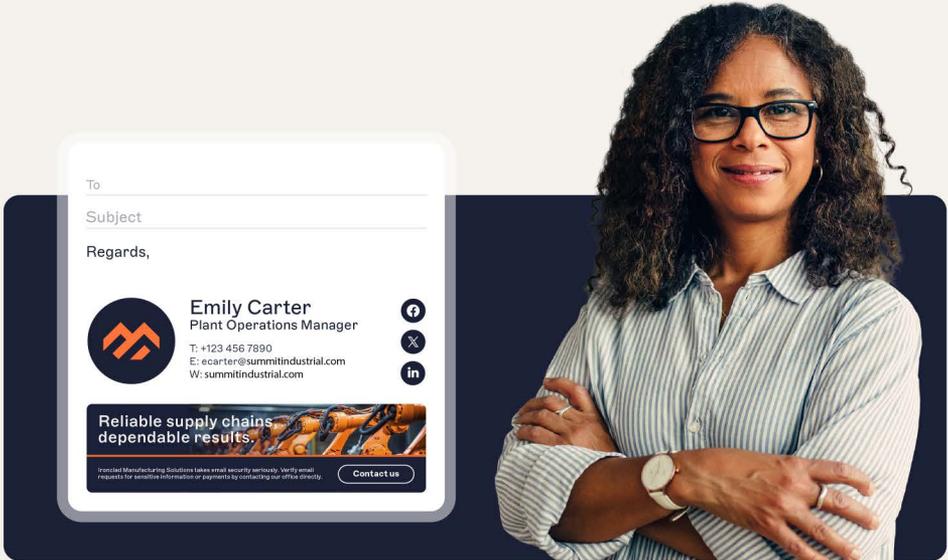
Exclaimer's Trust Portal, powered by Conveyor, offers an efficient and transparent way to access essential information about the company's approach to cloud security and reliability.

The Big Takeaways

At the end of the day, email signatures might seem like a small thing—but as you've seen, they pack a serious punch when done right. And that's exactly where Exclaimer shines. It takes what used to be a tedious, manual, and often inconsistent process, and turns it into something streamlined, secure, and even... fun.

Whether you're in IT and tired of playing signature tech support, in marketing and looking for smarter ways to drive engagement, or in sales and just want a signature that *works* without thinking about it—Exclaimer has your back. It's flexible, powerful, and built to grow with you.

So, if you're ready to stop wrestling with signatures and start making them work *for* you, Exclaimer's got everything you need. Simple as that.



Built for IT. *Powerful* for business.



- ✓ Centralized, automated signature control
- ✓ Apply disclaimers organization-wide
- ✓ Sync with Azure AD or Google Directory
- ✓ Delegate updates with role-based access controls



Email signatures, solved.

exclaimer.com

Trusted. Proven. Secure.

70,000+ customers | 20B+ signatures/year
14 Azure Data Centers | 99.99% uptime



Quickly become conversational about Microsoft 365 email signatures.

If you're moving to, or are already on, Microsoft 365, it's essential to understand the value of email signature consistency and the possible ways of achieving such uniformity, as there are built-in methods that provide less-than-stellar results. In this book, we cover the why and how to achieve consistent email signatures within Microsoft 365.



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10-time Microsoft MVP J. Peter Bruzzese is a journalist, internationally published technical author, global speaker, cyber security advisor and Chief Evangelist for ClipTraining. Follow him on Twitter @JPBruzzese.



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