

Maximizing Marketing ROI:

The untapped potential
of email signatures



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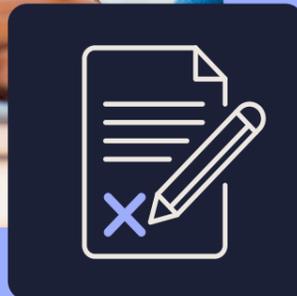
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01 — Email signatures: An underused marketing *communications tool*

For as long as companies have been using email for digital communication, email signatures have served as “business cards,” providing essential contact details like name, job title, and phone number. These signatures ensured recipients knew who they were communicating with and how to reach them.



Every email is a chance to leave a lasting impression and convey your company's identity, values, and professionalism.



Personalized emails generate six times higher transaction rates than non-personalized ones.



However, considering that over 347.3 billion emails are sent daily, a significant opportunity is being missed. Email signatures can reinforce and build your brand, driving demand and growth at scale. Every email is a chance to leave a lasting impression and convey your company's identity, values, and professionalism.

At the same time, successful businesses understand the importance of authentic communication, with marketing moving towards personalized engagement over mass messaging.

Research shows that personalized emails deliver six times higher transaction rates than non-personalized ones, making email signature marketing a highly efficient and scalable strategy..

Additionally, companies that use consistent branding across all platforms see a 23% increase in revenue.

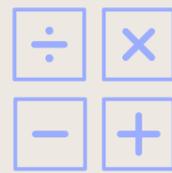
By using consistent branding and targeted campaigns in email signatures, companies can enhance marketing efforts, increase brand visibility, and drive growth more effectively.

In this whitepaper, we'll explore the untapped potential of email signatures as a powerful owned marketing channel. We'll share clear insights into calculating the ROI of email signature marketing, highlighting the value of personalized experiences and trust in digital marketing. Finally, we'll showcase examples of successful email signature campaigns.



02 — The value of email signature marketing

Calculate the untapped potential of your one-to-one business emails by using our [interactive ROI calculator](#).



Email signatures can reinforce and build your brand, driving demand and growth at scale.



Calculating the ROI of email signature marketing

To assess the return on investment from email signature marketing, we must calculate two key aspects:

- The potential annual revenue influenced by email signatures
- The annual cost of effectively managing email signatures for the business

To understand the first part, we need to show the link between one-to-one emails sent with a signature and revenue they can influence.



Firstly, we need to calculate the number of one-to-one emails sent by our organization annually. This number can easily be determined with the following formula:



$$\text{Annual emails} = \text{Number of employees} \times \text{Average daily emails} \times \text{Working days in the year}$$

Based on available statistics, the average number of emails sent daily by your employees is **40**, across **255 working days**. Using this data, we can calculate the potential impressions generated:



$$\text{Annual impressions} = \text{Annual emails} \times \text{Percentage that reach an external recipient} \times \text{Percentage of emails opened}$$



According to our research, **90% of one-to-one emails** sent by an organization will be opened and read.



The next step involves using an average click-through rate to calculate the number of clicks generated by these one-to-one emails.

$$\text{Annual clicks} = \text{Annual impressions} \times \text{Click-through-rate}$$

Our customers typically achieve an **average click-through rate of 4%**, much higher than the industry standard of **2.65%** for mass email marketing.



$$\text{Annual revenue} = \text{Annual clicks} \times \text{Landing page conversion rate} \times \text{Sales close rate} \times \text{Average sale/contract value}$$



Email signatures achieve an average CTR of 4%.

ROI Example

Consider an organization with **100 employees**, each sending around **40 emails daily**. Their landing pages successfully convert **2.35% of traffic**, with **19% of leads** resulting in a closed sale. Each sale amounts to **\$250**.



$$\text{Emails} = 1,020,000$$

$100 \times 40/\text{day} \times 255 \text{ days}$

$$\text{Impressions} = 367,200$$

$1,020,000 \times 40\% \times 90\% \text{ open rate}$

$$\text{Clicks} = 14,688$$

$367,200 \times 4\%$

$$\text{Influenced revenue} = \$16,395$$

$14,688 \times 2.35\% \times 19\% \times \250

This part of the calculation is tailored to your organization, enabling precise predictions using data on your landing pages' average conversion rate, sales close rate, and the average sales value or annual contract.

The cost of email signature marketing

Determining the cost of creating and updating email signatures can be challenging due to various organizational processes. Hidden costs like time spent, resource expenses for distribution, and productivity loss from manual updates contribute to the overall expense.

What's more, you may not manage email signatures in a way that guarantees consistency, hindering marketing efforts.

With Exclaimer, your organization can easily and efficiently tap into the marketing potential of email signatures. By considering the cost of Exclaimer, you can calculate your ROI using our revenue calculation:



$$\text{ROI} = \frac{(\text{Annual influenced revenue} - \text{Annual cost of Exclaimer})}{\text{Annual cost of Exclaimer}} \times 100$$



ROI Example

Now, let's figure out the ROI for the organization mentioned previously.



$$\text{Cost of Exclaimer} = \$2,100$$

$$\text{Annual influenced revenue} = \$16,395.48$$

$$\text{Days to recoup cost of Exclaimer} = 46$$

$$\text{ROI} = 681\%$$

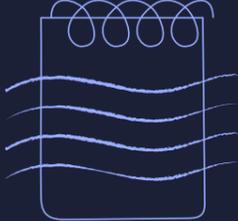
[Calculate your own ROI](#)

Maximizing the opportunity

Achieving the results shown previously assumes email signatures are being used effectively, including:

- Ensuring signature marketing campaigns are applied to everyone in the company.
- Actively updating and refreshing key marketing messages so that they are always relevant.
- Using signature performance insights to optimize them for maximum impact.



Your next
signature 
 *move*



Notes

According to Statista, email use will continue to grow to 392.5 billion in 2026. Email has never been more important than in today's remote and hybrid working environments, email use will continue to grow to 376.4 billion in 2025.

The figure of 40 emails per employee per day above reflects current research. This statistic underscores many valuable advertising opportunities to tailor messages for potential and existing customers.

03 — The challenges and economics of achieving *targeted* exposure

In a world saturated with digital advertising, targeted exposure is pivotal for marketing success. The key lies in presenting your target personas with personalized, relevant communications about your offerings, making your marketing more efficient and cost-effective.



Marketing professionals know that reaching their target audience is half the battle. They also know that email remains the top form of business communication. Therefore, combining business email with marketing efforts becomes a clear and effective choice.



04 — The *value* of personalization and trust

The primary challenge in digital marketing lies in providing trustworthy personalized experiences that resonate with audiences. This trust is pivotal for engagement and is evident in the allocation of budgets for high-trust marketing channels.



High-value email recipients are worth far more.

However, these high-trust channels cost more to advertise in. High-trust search terms attract the largest bids. Endorsements from trusted influencers cost more and the relationships are harder to establish. High-value email recipients that consent to be contacted are worth far more.

The junk mail paradox

Email is a universal, convenient, and dependable tool that shapes our individual identities. Consider any trusted service you use or digital access you enjoy - it will be linked to your email address.

However, the idea that anyone can be reached at any time makes the threat of email spam and cyberattack all too real. But this cheapening of some emails makes others more valuable. Consider the physical junk mail you receive - it can make receiving a birthday card feel more special. As a result, emails from trusted sources that you engage with freely capture your full attention. And when an email is trusted, it offers the perfect opportunity to land that tailored messaging.

The decline of trust in traditional digital channels

The average open rate for email campaigns is around 21% according to MailChimp. This means four out of five emails are never opened by seemingly relevant and interested recipients. Click rates are even lower at around 2.1%.

Other forms of digital media continue to suffer from trust issues, particularly social media which experts agree is in decline. Advertisers are increasingly wary of placing their brand into channels full of disinformation, hate speech, and personal attacks.

How trust influences existing customers

Retaining current customers is a smart business investment. Getting new customers is costly, and customer churn poses a risk to profit growth.

Research done by Frederick Reichheld of Bain & Company shows increasing customer retention rates by 5% increases profits by 25% to 95%. Being good at retaining and upselling customers offers a huge opportunity for marketing decision makers.

Selling to existing customers is easier because of trust, familiarity, and convenience. If they had a good experience buying from you before, they're likely to buy again. Targeted marketing is key to gaining more from your current customers.

Your next signature move

The email signature is an effective marketing tool because it can be discreetly added to a trusted business exchange. When used properly, it can clearly communicate calls-to-action that are relevant to the recipient and promote opportunities without being pushy.



05 — Using email signatures for marketing

Understanding the impact of email signatures in marketing involves reconsidering their usage and control within an organization. Depending on ownership, stakeholders may not fully grasp the potential of their email signatures.



Email signatures boost engagement for sales and marketing.

Smaller organizations may lack clear ownership of email signatures, allowing individuals to manage their personal email signature usage. This results in inconsistent branding and messaging that does not align with business goals.

In bigger companies, the IT team typically handles email signature control. They ensure the right contact details, consistent branding, and compliant disclaimer text are used by all. While crucial, this practice overlooks the opportunity to use email signatures for marketing purposes

Email signatures as calling cards

Email signatures offer more flexibility than many realize. They include additional information about the message sender, such as:

- Name
- Job title
- Phone number and email address
- Website and social links
- Legal disclaimer

Email signatures as extensions to the brand experience

Around 60% of businesses use email signatures for marketing purposes to some degree. The journey into email signature marketing starts by ensuring email communications align with the corporate brand experience.

The main goal is to maintain a consistent visual appearance for emails. This is achieved by applying elements like:

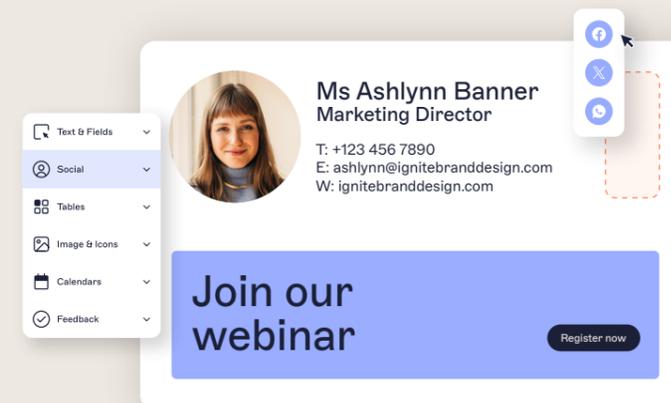
- Logos and images
- Fonts, colors, and icons
- Social media links

Email signatures as marketing assets

Marketers can maximize the value of email signatures by using banners, icons, and buttons to share promotional messages and calls-to-action. It's like how banners are used in online media buying and PPC campaigns.

Yet, email signatures can boost engagement for sales and marketing by linking with owned and third-party apps like:

- Appointment calendars
- Hosted webinars and events
- Reviews sites and feedback systems



06 — Examples of email signature marketing campaigns

Here are ten examples of how to use your email signatures in your marketing campaigns.



Owned media like email signatures have quicker impact.

1. Flash sales, special offers, and discounts

Many of your emails are sent to existing customers. Use customer-facing colleagues to send special offer messages, boosting upselling and customer retention goals.

2. Cross-sell campaigns

Encourage customer service staff to promote additional products and services from your company. This way, you can share marketing offers seamlessly during conversations.

3. Salesperson engagement campaigns

One way to extend signature contact information is to allow someone to schedule time with the sender. This helps schedule meetings and demos from an email signature, boosting sales activity and saving customer effort.

4. Customer retention campaigns

Common triggers for customer churn include product issues or a poor experience requiring support. Organizations mindful of these design retention campaigns with high touch support to enhance customer expectations. One-click surveys or links to a customer service chat function within an email signature can help to support these campaigns.

5. Community building campaigns

Building and nurturing your community primarily happens on social media. Email signatures can enhance your following by linking to your platforms.

6. Content marketing and news campaigns

A promotional banner in an email signature boosts your campaign reach. By segmenting well, you deliver the right message to the right person at the right time. This applies to news distribution and PR wins like awards, partnerships, and acquisitions.

7. Word of mouth and referral campaigns

Marketers understand the importance of positive reviews. Email signatures are a great place to request reviews, allowing easy linking to forms and external review sites. They can also promote referral programs and user communities.

8. Event participation campaigns

Investments in trade shows, corporate events, and webinars require registrations to yield returns. When numbers need a boost, especially on short notice, 'owned media' such as email signatures have a quicker impact compared to other tactics that take longer to produce results.

9. Customer feedback campaigns

The one-click survey is now common in email signatures and offers valuable business insights. Use it to gather feedback from recipients, measure NPS, and decrease churn.

10. Accelerated payment campaigns

This works well for sectors like charities and debt management. Selected senders can add 'Make a payment' calls-to-action in email signatures to start the payment process smoothly.



07 — The principles of marketing *value* and applying them to email signatures

Few marketing activities happen without considering how to measure success. Assessing the value of any investment demands monetary measurements, and marketing is no exception. However, some activities are challenging to assess.



The adage, “I know half my advertising budget is wasted; I just don’t know which half,” rings especially true in untrackable media such as print and broadcast advertising. If an ad reaches 100,000 people, is spending \$10,000 on it justified? If no sales are directly linked to the ad, does that mean it holds no value? And if so, does this disregard the value of brand awareness, market education, and customer retention?

Digital marketing enables in-depth analysis of campaigns, offering clear insights on engagement levels and audience demographics. Costs are typically based on impressions or clicks at varying rates.

Marketers and business decision makers looking to grasp the value of email signatures can start by applying principles like other marketing value assessments. While contacts, clicks, and impressions share some similarities, it’s crucial to recognize the distinctions as well.

Shared attributes between email signature marketing and other digital marketing

- Known quantities of emails sent
- Known size and capability of advertising space
- Number of impressions
- Number of clicks

Differences between email signature marketing and email marketing

- Standard corporate emails are usually all received and opened, but email marketing differs in its reception rates.
- Email signatures are a standard part of expected correspondence from a familiar sender. Recipients who opt-in to mass email campaigns aren’t as engaged in comparison.

Differences between email signature marketing and other digital marketing

- Email signature recipients are often customers, prospects, and partners. This boosts the visibility of marketing messages compared to other digital marketing methods.
- Email signatures form part of highly personalized, one-to-one communication exchanges with an individual rather than a corporate identity.
- Email signatures offer a consistent brand experience, free from third-party ad platforms.

The implications are that the marketing value of email signatures may be higher than for other forms of digital marketing. At the very least, it’s safe to treat the values as equal on a per contact or impression basis.



08 — Final thoughts

Many people see an email signature as just an electronic business card, but it can be much more. Email signatures are a valuable marketing tool, enhancing the impact of your employees' personal emails. By incorporating effective signatures in all your business emails, you unlock a powerful marketing channel that is focused, trustworthy, and consistent.

Consider the corporate emails sent from your company. These emails often carry important information and recipients trust them, making the audience more receptive to your message. Including contact details, brand elements, banners, social media links, and awards in your email signatures promotes your marketing efforts effectively.

Like any digital marketing channel, measuring the ROI of your email signature campaign is crucial. This analysis helps you gauge effectiveness. However, without centralized control, developing a proper strategy becomes difficult.

Exclaimer is the industry's leading provider of email signature solutions, empowering businesses to unlock the potential of email as a key digital advertising channel. With Exclaimer, organizations can simplify the management of email signatures to deliver consistent branding, promote marketing campaigns and company news, gather real-time customer feedback, and much more.

Discover how you can supercharge your email signatures with [our interactive product tour](#). [Then, dive into an online demonstration of our solution](#) to showcase your brand and capture new leads with personalized messages and compelling calls to action that connect with your audience.



Start *amplifying* your emails

Try Exclaimer for free or contact us to book a demo.
See for yourself how it can transform your
business and the way you send emails.

[Free trial: Click here](#)

[Demo: Click here](#)

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