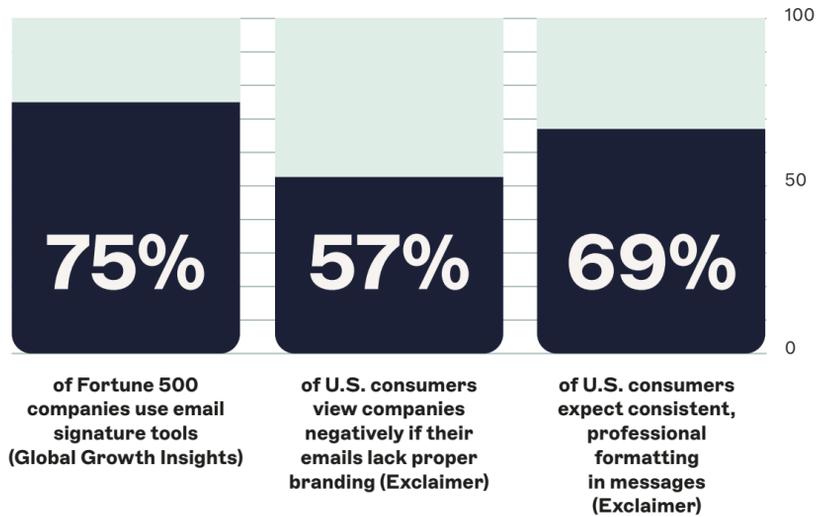


5 steps to pitch Exclaimer to executive leadership

01

Show them why email signatures matter



02

Highlight hidden risks



Brand damage

- Disorganized designs
- Reduced confidence



Compliance failures

- Violation of laws like HIPAA, GDPR, SOX, and CCPA
- Penalties into the millions



Security issues

- Signature gaps help phishing succeed
- Lack of standardization creates risk

03

Crunch the numbers

Manual email signature management for 500 employees (Exclaimer)

- 667 hours per year
- \$28,000 in IT time
- Regular help desk tickets

With Exclaimer

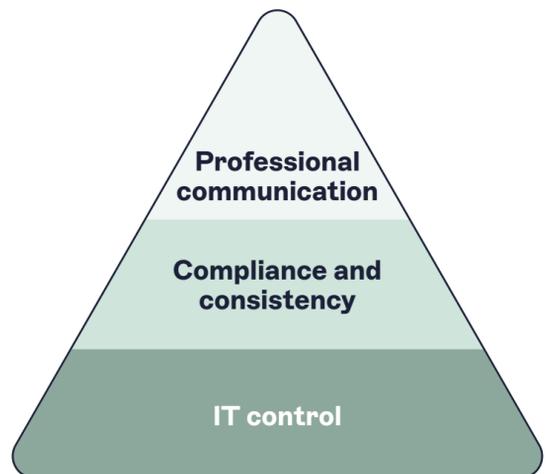
- ~10 hours
- \$8,700 in cost
- \$19,300 saved each year



04

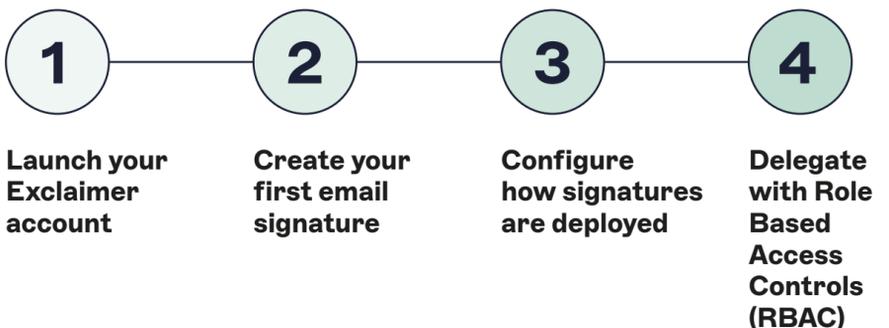
Highlight what Exclaimer unlocks

- Centralized control
- Automated legal disclaimers
- Built-in campaigns for marketing
- No IT burden after setup
- Consistent formatting



05

Show them how easy it is to get started



Tip

Align IT, Legal, and Marketing early. Shared goals show strategic focus.

Sources

"Email Signature Software Market & Trends" (Global Growth Insights)
<https://www.globalgrowthinsights.com/market-reports/email-signature-software-market-109770>

"The power of professionally branded emails" (Exclaimer)
<https://exclaimer.com/research/marketing-research-report/>

"67% of marketers expect email signatures to support with lead gen" (Exclaimer)
<https://exclaimer.com/company/press-releases/email-signatures-lead-gen-2023/>

"How to calculate email signature costs for IT teams" (Exclaimer)
<https://exclaimer.com/email-signature-handbook/calculate-email-signature-costs-for-it-teams/>



Get the full picture today



Download the whitepaper