

Why marketing teams choose Exclaimer



Strengthen branding. Extend your reach. Optimize for engagement.

Exclaimer turns everyday business emails into consistent, on-brand marketing touchpoints. Marketing teams can update messaging, target the right audiences, and keep every email looking professional without relying on IT.

1. Create & design

Drag-and-drop signature designer

Build professional email signatures without code.

- ✓ Use a drag-and-drop editor to create templates quickly
- ✓ Add brand elements to keep every signature consistent
- ✓ Include promotional elements such as banners, social icons, and award logos
- ✓ Lock down designs so all signature elements are protected

Example Create a custom signature aligned to your branding without a line of HTML.

Branding hub

Set your brand once. Keep every signature on-brand, everywhere.

- ✓ Define your organization's fonts, colors, logos, and icons in one place
- ✓ Apply brand elements consistently across all signature templates
- ✓ Make updates when needed—changes sync automatically to every signature
- ✓ Simplify brand management during a rebrand or refresh without chasing users or templates

Example Refresh your visual identity once, and every email signature updates instantly.

Social feeds

Keep content fresh with live updates.

- ✓ Display the latest three posts from your LinkedIn or Facebook page
- ✓ Feature clickable posts that link directly to your social pages
- ✓ Drive consistent traffic and organically grow your follower count

Example Show your newest LinkedIn post under every employee's email signature.

1. Create & design (Continued)

Headline content

Place your message where it's seen first.

- ✓ Position banners directly above the main email content
- ✓ Maximize visibility for key promotions

Example A conference invite banner appears before the greeting in every outbound email.

2. Plan & target

Central campaign control

Run all campaigns from one platform.

- ✓ Manage promotions for all users in a single dashboard
- ✓ Replace or update campaigns instantly
- ✓ Keep messaging consistent across teams and regions
- ✓ Run seasonal, product, or event promotions on time without manual swaps

Example Launch a product announcement across 1,000 employee emails in under five minutes.

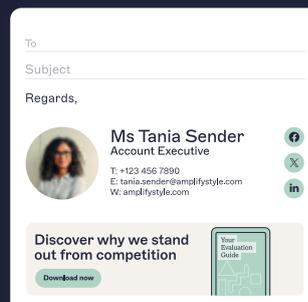
Audience targeting

Send the right message to the right audience.

- ✓ Target by contact, job title, industry, language, location, opportunity stage, or account maturity
- ✓ Use HubSpot or Salesforce data for precision targeting
- ✓ Deliver multiple audience-specific campaigns at the same time
- ✓ Run ABM campaigns with personalized email signature content

Example Prospects see an event invite, while customers see a renewal offer.

Trusted by 70,000+
organizations
worldwide



3. Deliver & display

Consistent delivery across devices

Every email, every device, every time.

- ✓ Apply consistent email signatures across all devices
- ✓ Test signature rules using built-in tools before going live
- ✓ Let users preview signatures without giving up control
- ✓ Allow sales teams to select the right campaign for each email
- ✓ Assign specific signatures to sequences in tools like Outreach or Salesloft

Example

Outlook/Gmail users see their signatures as they compose emails.
Mobile users see signatures as they appear on a desktop.

4. Control & enhance

Creative freedom with brand protection

Move quickly while keeping assets on-brand.

- ✓ Marketing controls creative and scheduling
- ✓ Locked brand elements keep layouts consistent
- ✓ Relaunch or adapt high-performing designs without starting from scratch

Example

Regional teams run localized event banners while maintaining the global brand identity.

Campaign collaboration

Support other teams while protecting your brand.

- ✓ Align with Sales, Customer Success, and other GTM teams with campaigns
- ✓ Add meeting links, event registrations, or gated content to drive next-step actions
- ✓ Maintain visual and brand consistency across all outbound communications

Example

A marketing campaign includes a banner and booking link for follow-up calls run by Sales.

Meeting Branding

Create a consistent, professional experience on every video call.

- ✓ Centrally manage virtual backgrounds for platforms like Teams, Zoom, and Google Meet
- ✓ Help customer-facing teams show up polished and on-brand
- ✓ Keep calls focused with clear, visible nametags
- ✓ Build trust with clients and prospects—no extra tools required

Example

Every sales rep uses the same background when meeting with prospects.

5. Report & optimize

Signature analytics and insights

Measure what works and improve results.

- ✓ Track impressions, clicks, and conversions
- ✓ Run A/B tests to improve creative
- ✓ Attribute results down to recipient domains
- ✓ Access performance scores and tailored recommendations

Example Identify that your banner drove a 4% click-through rate.

Why marketers *trust* Exclaimer



Trusted by
70,000+
organizations
worldwide

Delivers
20 billion email
signatures
from 9 million
email accounts
annually

4.5+ stars
on G2 and
TrustRadius

Drive brand *impact* with every send



Book a demo to see how Exclaimer helps marketers maintain brand consistency, reach more people, and track measurable results across business email.

Scan the QR code or go to
exclaimer.com/product/online-demonstrations

