

EXCLAIMER CLOUD SIGNATURES FOR OFFICE 365

Professional, intuitive email signature
software designed for Office 365




WHAT IS EXCLAIMER CLOUD - SIGNATURES FOR OFFICE 365?

Exclaimer is easy to use, professional email signature software designed for Office 365. It works by using your company's Office 365 Directory to pull through your contact details and attach it to all outbound or inbound emails from your mailbox. With a web-based management portal, signatures can be quickly designed and applied to any individual or group without needing any digital or design expertise.

Its smart and intuitive signature editor features a handy drag-and-drop interface, so signatures can be easily duplicated and updated instantly.

Exclaimer also works wherever your employees go, on any device they carry – be it when they are on their daily commute, working from home or at a client site. Every signature sent through their Office 365 mailbox will look the same, no matter whether they use desktop PC and Mac, tablet or mobile, ensuring your brand has the same look and feel everywhere.





Promote an upcoming seasonal offer, marketing campaign or event with your email signature to raise awareness and peak interest amongst your customers. When they're contacted through email marketing or sales calls, they are much more likely to sign up.

- EMAIL SIGNATURE PRO TIP #1



HOW DOES EXCLAIMER CLOUD – SIGNATURES FOR OFFICE 365 WORK?

Exclaimer can be configured to pass email signatures through your Office 365 mailboxes in one of three ways; server-side, client-side, and a mix of both server-side and client-side.

When working with the cloud in server-side configurations, Exclaimer works by passing mail from your customer's Office 365 mailbox through to Exclaimer's Azure servers using Office 365 connectors. Then regional, load-balanced Azure servers add signatures to all emails sent from any device – be it desktop PC, laptop, tablet, mobile and mac.

For client-side and server-side configurations, email signatures are deployed to Outlook and are also passed through Azure. This means you still have the option to choose a signature when composing an email, and you'll also get signatures stamped on emails sent from mobile devices and macs.

FULLY COMPLIANT, TRUSTED BY MILLIONS

As a multi award-winning company, Exclaimer is widely recognised for their innovative email signature software. Exclaimer Cloud - Signatures for Office 365 is the only solution of its kind to be awarded the ISO 27001 certification, meaning it conforms to the highest standards of cloud security. Exclaimer is recognised throughout the world and its software is used by 50 million users across 150+ countries.

Under UK law, it's imperative that businesses comply by adding certain information onto their email disclaimer. If your business is either a LTD, PLC, or LLP,

then it must include the company name, the registration number and the place it was registered, along with a registered office address. Exclaimer ensures your email signatures are fully compliant with UK law by doing all of this for you, so there's no need to worry.



Social media has boomed in recent years. If your company is on Facebook, Twitter, LinkedIn or Instagram, make sure your employee's email signature contains icons and links to each page – company or personal. For a sales person, connecting with their personal LinkedIn page is a good option, whereas a marketing exec will want to showcase the company.

- EMAIL SIGNATURE PRO TIP #2



THE COMMON PAIN POINTS

If you've ever created an email signature from scratch for your own business, you'll know just how time consuming it can be. With Office 365, it can be just as tricky to create signatures as there's no real way to test their designs with a preview function or embed HTML images for upselling and cross-selling. The biggest culprits are...

- ✓ Creation of numerous transport rules for departmental signatures
- ✓ Copy/paste HTML signature designs
- ✓ No signatures available for mobiles and macs
- ✓ Blank spaces in contact details
- ✓ Not able to place signatures under replies or have reply signatures
- ✓ Lack of consistency when getting employees to use on-brand templates

| Features | Exclaimer | Office 365 |
|---|-----------|------------|
| Add signature under most recent reply | ✓ | |
| Embed HTML images | ✓ | |
| Convert plain text emails to HTML | ✓ | |
| HTML signatures on mobiles and Macs | ✓ | |
| Include Office 365 Directory details | ✓ | ✓ |
| Assign signatures by group without additional rules | ✓ | |
| Hide contact sections with blank attributes | ✓ | |
| HTML signature editor | ✓ | |
| Preview signature while editing | ✓ | |
| Add user photo in signature | ✓ | |
| Apply banners based on time-and-date | ✓ | |
| See signatures in Sent Items Folder | ✓ | |

Adding case study quotes to your email signature is a great way to leverage the art of subtle marketing. You could mention how your product or service increased the ROI of customer X, or place a quote from a big client. Making your email signatures work harder is the key to bringing in new prospects.

- EMAIL SIGNATURE PRO TIP #3



WHY CHOOSE EXCLAIMER CLOUD - SIGNATURES FOR OFFICE 365?

INTUITIVE SIGNATURE EDITOR

Features a drag-and-drop editor for quick and easy design allowing users of any ability to create email signatures.

UNLIMITED SIGNATURE CREATION

There's no limit to how many signatures you can create – build templates for individual users, departments or employees who speak different languages.

DELIVER BRAND CONSISTENCY

Apply company-wide signatures with a professional and consistent structure by adding logos, promotional banners and your custom font.



WHY CHOOSE EXCLAIMER CLOUD - SIGNATURES FOR OFFICE 365?

GENERATE INBOUND MARKETING

Apply custom time and date ranges on Office 365 signatures to work with marketing campaigns, promotional events or seasonal offers to generate inbound marketing, saving on costs.

CHOOSE FROM OUTLOOK

Allows users to choose an Office 365 signature in Outlook as they compose a message, giving them more flexibility.

WORKS ON ALL DEVICES

Office 365 signatures are applied to emails sent on all devices, including Mac and mobile so users remain professional and compliant everywhere they go.



**PROFESSIONAL, SMART AND
INTUITIVE EMAIL SIGNATURES FOR
OFFICE 365, LOOK NO FURTHER
THAN EXCLAIMER.**

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