

Have you **invested** in your Company branding  
and corporate identity?  
Are your Outlook **email signatures** letting you down?  
Are you missing a great **branding**  
opportunity?

Don't send dull email. Say more with  
inspirational and professional designs.



## exclaimer™ signature manager

**Standardize** and **Brand** email signatures and disclaimers.

**Works** with Outlook and Outlook Web Access (OWA).

**Enforce Corporate** identity and brand styles automatically.

**Consistent** signatures with valid contact information.

**Choose** from a selection of pre-designed templates or create your own.

**Run** banner ads and marketing campaigns direct from your emails.

**See** the signature before you send an email.

**Works** with Microsoft Active Directory.



**exclaimer™**  
Don't press send without it!

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[www.exclaimer.com](http://www.exclaimer.com)

**POWERFUL | CUSTOMIZABLE | SIMPLE**



The branding of corporate email is often underutilized as a way of promoting your organization's products and services. If you are sending thousands of unbranded corporate emails every day – then you are missing out on a great marketing opportunity.

### Create professional Outlook Signatures

Create your own or use ours. Exclaimer Signature Manager has an extensive gallery of ready to use Outlook signatures so you can create great looking emails right away by simply inserting your company logo and corporate information. Alternatively you can create your own designs and templates with our easy to use tools.

### Personalize your emails by inserting information from your Active Directory

Exclaimer Signature Manager allows you to include information from your organization's Microsoft Active Directory. This enables Signature Manager to automatically personalize a single signature design and deploy it to all your Outlook users.

### Insert banner ads and RSS feeds into your emails

With Exclaimer Signature Manager you can create and manage web style banner ad campaigns and then insert these into your Outlook signature. Recipients of your emails can therefore be kept up-to-date on new product releases, service upgrades, company news, events and even competitions. Or simply use banner ads to raise brand awareness. You can also include RSS feeds of company blogs or events to keep your recipients in the loop about all the latest news from your business.

### More control over signature deployment

Exclaimer Signature Manager gives you full control over what signature is displayed and to who with its rules engine. Easily create rules based on:

- Individual user
- Security/distribution group
- Domain
- OU
- Any AD attribute or combinations of attributes

You can also restrict the use of selected signatures based on:

- A specific date range
- Specific patterns (e.g days of the week)
- Specific times of the day
- Any combination of the above

### Email Branding

#### Why brand your corporate email?

To understand the importance of email branding, take a look at your current emails and ask yourself:

- How often do I send emails to clients or business prospects?
- Are my emails memorable?
- Do they really say something about me or my business?

The look of your email correspondence has as much impact as your corporate stationery – and you brand that! So why not start branding your emails now?

### Protect your corporate image

It is often difficult to maintain your organization's corporate image when Outlook users can change the fonts and colors they use for email replies, forwards and new messages. Exclaimer Signature Manager gives you the ability to enforce your organization's corporate image, maintaining a specific font, color and size across all users.