



# BATTLE CARD



**50+ MILLION  
USERS**



**USED IN 150+  
COUNTRIES**



**MULTI-AWARD  
WINNING**



**exclaimer cloud**  
signatures for g suite



Certificate  
Number  
14108  
ISO  
27001:2013

## Elevator Pitch

**Exclaimer Cloud - Signatures for G Suite** is the perfect tool for managing email signatures in G Suite. Every email is guaranteed to get a full, dynamic and professional email signature when sent from any device, including Macs and mobiles. It also allows for easy management of other email signature elements such as social media icons, promotional banners and legal disclaimers from one intuitive web portal.



### Customer pain points

- Signature updates = time consuming & boring.
- Have to copy and paste signature designs.
- Can't test signature designs.
- Not able to place signatures under replies or have reply signatures.
- Can't embed images into signatures.
- Getting users to use uniform templates - no consistency.
- Have to manually add individual contact details.



### The Exclaimer advantage

- Smart & intuitive UI designed for users of all IT abilities.
- Advanced drag-and-drop editor - signatures can literally be designed in minutes.
- Get signatures on all devices including mobiles & Macs.
- Use different signature templates for individual users or various groups/departments.
- Let users see their signature as they type a message in the Gmail web app.
- Update any signature element and apply the changes instantly.
- No unauthorized user can modify or redesign signatures.
- Easily add promotional banners, social media and more.
- Per-user per-month subscription pricing.



### How it works

- Controlled via an easy-to-use web portal.
- Mail flow is passed from G Suite to Exclaimer using secure and encrypted connectors.
- Regional, load-balanced datacenter servers add signatures to all emails sent from any device.

## Target Market

### IT administrators

- Want to make signature updates simpler.
- Want signature maintenance to be easier.
- Want to spend less time on signature management.
- Want no impact on their IT infrastructure.

### Marketing departments

- Want consistent signatures for all users.
- Want to easily add marketing banners and social media.
- Want brand conformity.
- Want to increase revenue and lead generation.

	Exclaimer Cloud	G Suite*
Add signature under most recent reply	✓	✗
Use embedded HTML images	✓	✗
Convert plain text emails to HTML	✓	✗
HTML signatures on mobiles & Macs	✓	✗
Assign signatures to individuals or departments	✓	✗
Signatures automatically populated with Google Directory contact details	✓	✗
Drag-and-drop signature editor	✓	✗
See signatures while composing an email in the Gmail web app	✓	✗
Add user photos to signatures	✓	✗
Apply signatures based on time-and-date	✓	✗

\* When using the Append Footer setting in the Google Admin console.

## Common sales objections

### Why do I need to manage signatures?

Email signatures are difficult to manage on a corporate level. Users can tamper with them, important elements can be missed out, your IT department have to spend considerable time carrying out updates, your brand reputation can get damaged and you could even face legal action.

### Why not update signatures manually?

With Signatures for G Suite, you can design an email signature and update it quickly. You don't have to install anything, you don't have to set up any rules and you don't need any HTML skills.

### Can't I create an HTML signature in G Suite?

No, there is no way to edit the HTML when manually creating signatures in G Suite.

Emails sent in plain text will also convert email signatures to a text-only version of the signature.

### I don't have any HTML design skills.

You don't need to have ANY experience using HTML. You just find a template that suits your company's purpose, add contact information, add elements like social media links and you're done.

## Exclaimer Regional Sales contacts

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