

Standard plan

Open up new engagement opportunities with our most popular plan. Fire up your marketing potential with multiple templates, rotating banners, and one-click surveys.

Trusted by over 60,000+ businesses worldwide

Management

FEATURE	BENEFIT	STANDARD	PRO
Signature Templates	Customize unlimited signatures and boost engagement for marketing, sales, customer success, and internal communication.	Unlimited	Unlimited
Signature Imprinting	Email signatures are applied to emails sent from your organization including from all mobile devices.	✓	✓
Centralized Management	Centrally control email signatures for every member of staff. Multiple user logins allow IT to delegate access to non-technical users to create and update signatures.	✓	✓
Full Customization	Create professional signature designs or customize a professionally created example from our template library.	✓	✓
Branding	Manage your brand assets —fonts, colors, images, disclaimers— from one central location	✓	✓
Deployment Model	Cloud (Server-Side): Signatures are applied when the email is sent via the mail server. Device (Client-Side): Signatures are applied within Outlook or Gmail.	Cloud and/or Device	Cloud and/or Device
Signature Preview	Users can see their signature while composing an email.	✓	✓
User Directory Sync	Automatic synchronization of user information to populate signatures from either Azure Active Directory or Google Directory.	✓	✓
Targeting & Exclusion Rules	Segment signatures for internal/external emails and exclude individual users or groups from specific designs.	✓	✓
Customized Disclaimers	Support compliance with a bespoke disclaimer applied to every email sent.	✓	✓
User Editable Fields	The number of fields used to populate signatures that users can self-manage, including custom information. △ Pro Plan Upgrade: Let users self-manage unlimited contact fields within their email signatures.	2 Editable Fields	△ Unlimited Editable Fields
Custom Date/Time Scheduling	Automatic imprinting using defined and repeatable scheduling rules.	✓	✓
Usage Dashboard	Monitor, analyze, and report on email signature usage in your organization.	✗	✓

Management continued

FEATURE	BENEFIT	STANDARD	PRO
Role Based Access Control (RBAC)	Owner role can manage permissions for each user, controlling what they can access and change.	✓	✓
Audit Log	Owner roles can track the time and date stamp of user logins.	✗	✓
High Availability with Regional Datacenters	99.99% uptime supported by regional, load balanced, and geographically dispersed Microsoft Azure datacenters.	✓	✓
Security & Compliance	The only signature vendor to achieve Microsoft 365, SOC 2 Type II and multiple ISO certifications.	✓	✓

Engagement

FEATURE	BENEFIT	STANDARD	PRO
Promotional Banners	Include promotional banners on every email. Rotating banners swap between designs automatically.	✓	✓
Headline Content	Apply content above the email message body for maximum impact, including logo, images, banners, and surveys.	✗	✓
Social Feeds	Display your three latest Facebook posts to drive engagement and website traffic.	✗	✓
QR Codes & vCards	Add hyperlinks or centrally controlled contact information as scannable QR codes to signatures.	**Hyperlinks**	**Hyperlinks & vCards**
Engagement Dashboard	Measure the effectiveness of email signatures including click-throughs to optimize performance and run A/B testing.	✗	✓
Domain Attribution	View recipient interactions at the domain level, enhancing your understanding of audience engagement.	✗	✓
Signature Scores	A score assigned to each signature to describe how well it is performing against the average. Receive recommendations to optimize them for maximum impact.	✗	✓
Advanced Targeting	Create signatures for specific audiences based on email domain.	✓	✓
CRM Integration	Connect to HubSpot or Salesforce to select recipient lists and target those lists with your signatures.	✗	✓
Campaign Management	Manage promotional banners for your campaigns and use them across your signatures.	✓	✓

Engagement continued

FEATURE	BENEFIT	STANDARD	PRO
Campaign Scheduling	Automatically imprint a signature design for the duration of a campaign. △ Pro Plan Upgrade: Establish a signature for a repeatable campaign that follows enhanced scheduling rules.	✓	△
Feedback Management	Apply one-click signature surveys to drive feedback from email touchpoints. △ Pro Plan Upgrade: Create multiple surveys that can be used beyond email signatures.	✓	△
Feedback Agent Dashboard	Access more detailed reporting on feedback responses to drive action and improvement.	✗	✓
Custom Feedback Workflows	Create workflows that ensure collected feedback is surfaced and actioned.	✗	✓

Service

FEATURE	BENEFIT	STANDARD	PRO
24/5 Support Team	Speak to our award-winning global support team, anytime Monday to Friday. Pro Plan Upgrade: Access our support team via phone	**Email & Live Chat**	**Email, Live Chat & Phone**
Ongoing Customer Success	An assigned customer representative for your account.	✗	✓
Business & Roadmap Reviews	Account reviews and knowledge sharing to ensure the maximum return on your investment. Pro Plan Upgrade: Access quarterly account reviews	**Annually**	**Quarterly**
Customer Engagement	Access best practice and product-focused content and sessions. Get access to industry specific webinars, customer roundtables, and beta events.	✓	✓
Knowledge Base and Video Library	Access Exclaimer's extensive knowledge base to get the most from your subscription, including a library of on-demand 'how to' videos.	✓	✓
Onboarding & Training	Use our onboarding and training specialists to help get you up and running fast and reduce your time to value.	✓	✓