



# Starter plan

Fire-up consistent signatures for your organization with our basic plan and deliver email signatures company-wide.

Trusted by over 50,000+ businesses worldwide



## Management

FEATURE	BENEFIT	STARTER	STANDARD
Signature Templates	<p>The number of different signature designs you can create.</p> <p><b>Standard Plan Upgrade:</b> Customize up to ten signatures and boost engagement for marketing, sales, customer success, and internal communication.</p>	1	10
Signature Imprinting	Email signatures are applied to emails sent from your organization.	✓	✓
Mobile Signature Imprinting	Signatures are applied to emails from all mobile devices and email clients.	✓	✓
Centralized Management	<p>Centrally control email signatures for every member of staff.</p> <p>Multiple user logins allow IT to delegate access to non-technical users to create and update signatures.</p>	✓	✓
Full Customization & Branding	Create professional signature designs.	✓	✓
Deployment Model	<p><b>Server-Side:</b> Signatures are applied when the email is sent via the mail server.</p> <p><b>Client-Side:</b> Signatures are applied within Outlook or Gmail. No mail routing changes needed.</p>	Server and/or Client	Server and/or Client
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.	✓	✓
Signature Template Library	Professionally created examples of email signature designs that can be updated with your branding.	✓	✓
Customized Disclaimers	Support compliance with a bespoke disclaimer applied to every email sent.	✓	✓
High Availability with Regional Datacenters	99.99% uptime supported by regional, load balanced, and geographically dispersed Microsoft Azure datacenters.	✓	✓

## Management continued

FEATURE	BENEFIT	STARTER	STANDARD
Security & Compliance – SOC 2, GDPR, ISO/IEC 27001, ISO/IEC 27018, HIPAA, Cyber Essentials	<p>The only signature vendor to achieve both SOC 2 Type II and multiple ISO certifications.</p> <p>Exclaimer undertakes extensive independent audits to achieve certification and attestation against key security and privacy standards.</p>	✓	✓
Targeting & Exclusion Rules	Segment signatures for internal/external emails and exclude individual users or groups from specific designs.	✗	✓
User Editable Fields (e.g., personal pronouns)	The number of fields used to populate signatures that users can self-manage, including custom information.	✗	<b>2 Editable Fields</b>
Custom Date/Time Scheduling	Apply a signature during a defined date range.	✗	✓

## Engagement

FEATURE	BENEFIT	STARTER	STANDARD
Promotional Banners	<p>The number of clickable promotional banners you can include in your designs.</p> <p><b>Standard Plan Upgrade:</b> Automatically rotate between multiple promotional banners to keep important messages in circulation and signatures looking fresh.</p>	<b>Single</b>	<b>Multiple - Rotating</b>
Advanced Targeting	Create signatures for specific audiences based on email domain.	✗	✓
Campaign Scheduling	Automatically apply a signature design for the duration of a campaign.	✗	✓
Feedback Management	Apply one-click signature surveys to drive feedback from email touchpoints.	✗	✓

## Service

FEATURE	BENEFIT	STARTER	STANDARD
24/5 Support Team	Speak to our award-winning global support team, anytime Monday to Friday. <b>Standard Plan Upgrade:</b> Access our support team via email and live chat.	Email	Email & Live Chat
How-to Video Library	Access a library of on-demand 'how to' videos for immediate support.	✓	✓
Knowledge Base	Access Exclaimer's extensive knowledge base to get the most from your subscription.	✓	✓
Onboarding & Training	Use our onboarding and training specialists to help you get up and running fast and reduce your time to value.	Self-Serve	✓
Business & Roadmap Reviews	Account reviews and knowledge sharing to ensure the maximum return on your investment.	✗	Annually
Customer Engagement	Access best practice and product-focused content and sessions.	✗	✓

Get in touch with our sales team to discuss our plans or figure out your next steps.

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## 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 50,000+ businesses worldwide



## Management

FEATURE	BENEFIT	STANDARD	PRO
Signature Imprinting	Email signatures are applied to emails sent from your organization.	✓	✓
Mobile Signature Imprinting	Signatures are applied to emails from all mobile devices and email clients.	✓	✓
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 & Branding	Create professional signature designs.	✓	✓
Signature Templates	Create a custom signature to control your corporate brand and message. <b>Standard Plan:</b> Customize up to ten signatures and boost engagement for marketing, sales, customer success, and internal communication. <b>Pro Plan Upgrade:</b> Get unlimited signatures for infinite engagement opportunities.	10	Unlimited
Deployment Model	<b>Server-Side:</b> Signatures are applied when the email is sent via the mail server. <b>Client-Side:</b> Signatures are applied within Outlook or Gmail. No mail routing changes needed.	Server and/or Client	Server and/or Client
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.	✓	✓
Signature Template Library	Professionally created examples of email signature designs that can be updated with your branding.	✓	✓
User Photos	Auto-populate professional email signature templates with photos taken straight from your directory of users.	✗	✓
Targeting & Exclusion Rules	Segment signatures for internal/external emails and exclude individual users or groups from specific designs.	✓	✓

## Management continued

FEATURE	BENEFIT	STANDARD	PRO
Customized Disclaimers	Support compliance with a bespoke disclaimer applied to every email sent.	✓	✓
vCards (Virtual Contact Files)	Share contact information with an electronic business card.	✗	✓
User Editable Fields (e.g., personal pronouns)	<p>The number of fields used to populate signatures that users can self-manage, including custom information.</p> <p><b>Δ Pro Plan Upgrade:</b> Let users self-manage unlimited contact fields within their email signatures.</p>	<b>2 Editable Fields</b>	<b>Unlimited Editable Fields</b>
Custom Date/Time Scheduling	<p>Apply a signature during a defined date range.</p> <p><b>Δ Pro Plan Upgrade:</b> Automatic imprinting using defined and repeatable scheduling rules.</p>	✓	Δ
Usage Dashboard	Monitor, analyze, and report on email signature usage in your organization.	✗	✓
High Availability with Regional Datacenters	99.99% uptime supported by regional, load balanced, and geographically dispersed Microsoft Azure datacenters.	✓	✓
Security & Compliance – SOC 2, GDPR, ISO/IEC 27001, ISO/IEC 27018, HIPAA, Cyber Essentials	<p>The only signature vendor to achieve both SOC 2 Type II and multiple ISO certifications.</p> <p>Exclaimer undertakes extensive independent audits to achieve certification and attestation against key security and privacy standards.</p>	✓	✓

## Engagement

FEATURE	BENEFIT	STANDARD	PRO
Promotional Banners	<p>Include promotional banners on every email.</p> <p>Rotating banners swap between designs automatically.</p>	✓	✓
QR Codes	<p>Include QR codes to increase engagement and networking opportunities.</p>	✓	✓
Engagement Dashboard	<p>Measure the effectiveness of email signatures including click-throughs to optimize performance and run A/B testing.</p>	✗	✓
Advanced Targeting	<p>Create signatures for specific audiences based on email domain.</p>	✓	✓
Campaign Scheduling	<p>Automatically imprint a signature design for the duration of a campaign.</p> <p>▲ <b>Pro Plan Upgrade:</b> Establish a signature for a repeatable campaign that follows enhanced scheduling rules.</p>	✓	▲
Feedback Management	<p>Apply one-click signature surveys to drive feedback from email touchpoints.</p> <p>▲ <b>Pro Plan Upgrade:</b> Create multiple surveys that can be used beyond email signatures.</p>	✓	▲
Headline Content	<p>Apply content above the email message body for maximum impact, including logo, images, banners, and surveys.</p>	✗	✓
Feedback Agent Dashboard	<p>Access more detailed reporting on feedback responses to drive action and improvement.</p>	✗	✓
Custom Feedback Workflows	<p>Create workflows that ensure collected feedback is surfaced and actioned.</p>	✗	✓

## Service

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

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## Pro plan

Unlock the full engagement potential of personalized emails. Embrace the full power of email signatures with advanced signature targeting and scheduling, complete design customization, and access to analytics.

Trusted by over 50,000+ businesses worldwide



## Management

FEATURE	BENEFIT	PRO
Signature Templates	The number of different signature designs you can create.	Unlimited
Signature Imprinting	Email signatures are applied to emails sent from your organization.	✓
Mobile Signature Imprinting	Signatures are applied to emails from all mobile devices and email clients.	✓
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 & Branding	Create professional signature designs.	✓
Deployment Model	<b>Server-Side:</b> Signatures are applied when the email is sent via the mail server. <b>Client-Side:</b> Signatures are applied within Outlook or Gmail.	Server and/or Client
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.	✓
Signature Template Library	Professionally created examples of email signature designs that can be updated with your branding.	✓
User Photos	Auto-populate professional email signature templates with photos taken straight from your directory of users.	✓
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.	✓
vCards (Virtual Contact Files)	Share contact information with an electronic business card.	✓

## Management continued

FEATURE	BENEFIT	PRO
User Editable Fields (e.g., personal pronouns)	The number of fields used to populate signatures that users can self-manage, including custom information.	✓
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.	✓
High Availability with Regional Datacenters	99.99% uptime supported by regional, load balanced, and geographically dispersed Microsoft Azure datacenters.	✓
Security & Compliance – SOC 2, GDPR, ISO/IEC 27001, ISO/IEC 27018, HIPAA, Cyber Essentials	<p>The only signature vendor to achieve both SOC 2 Type II and multiple ISO certifications.</p> <p>Exclaimer undertakes extensive independent audits to achieve certification and attestation against key security and privacy standards.</p>	✓

## Engagement

FEATURE	BENEFIT	PRO
Promotional Banners	<p>Include clickable promotional banners in your designs.</p> <p>Rotating banners swap between designs automatically.</p>	✓
Headline Content	Apply content above the email message body for maximum impact, including logo, images, banners and surveys.	✓
QR Codes	Include QR codes to increase engagement and networking opportunities.	✓
Engagement Dashboard	Measure the effectiveness of email signatures including clicks-through to optimize performance and run A/B testing.	✓
Advanced Targeting	Create signatures for specific audiences based on email domain.	✓
Campaign Scheduling	<p>Automatically imprint a signature design for the duration of a campaign.</p> <p>Establish a signature for a repeatable campaign that follows enhanced scheduling rules.</p>	✓

## Engagement continued

FEATURE	BENEFIT	PRO
Feedback Management	<p>Apply one-click signature surveys to drive feedback from emails.</p> <p>Create multiple surveys and use beyond email signatures.</p>	✓
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	PRO
24/5 Support Team	Speak to our award-winning global support team, anytime Monday to Friday.	<b>Email, Live Chat &amp; Phone</b>
Business & Roadmap Reviews	Quarterly account reviews and knowledge sharing to ensure the maximum return on your investment.	✓
Customer Engagement	<p>Access best practice and product-focused content and sessions.</p> <p>Get access to industry specific webinars, customer roundtables, and beta events.</p>	✓
How-to Video Library	Access a library of on-demand 'how to' videos for immediate support.	✓
Knowledge Base	Access Exclaimer's extensive knowledge base to get the most from your subscription.	✓
Onboarding & Training	Use our onboarding and training specialists to help get you up and running fast and reduce your time to value.	✓
Ongoing Customer Success	An assigned customer representative for your account.	✓

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