



Perfectly branded, fully compliant employee email signatures.



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Questions? Schedule a chat

Know who to talk to, what to say, and when to follow up.

[Learn about Email Analytics](#)

Opensense



Send

One simple platform to manage your email signatures, email ad campaigns, sales insights, and compliance on Microsoft 365, Office 365, Exchange, and Google Workspace.



The smarter way to send email.

Setup in 15 Minutes

24/7 Dedicated US Support

99.99% Uptime Guarantee

5 Free Signature Designs

Welcome to Opensense!

We're excited to have you on the team. You've taken the first step of many, that will help you get more value from employee email.

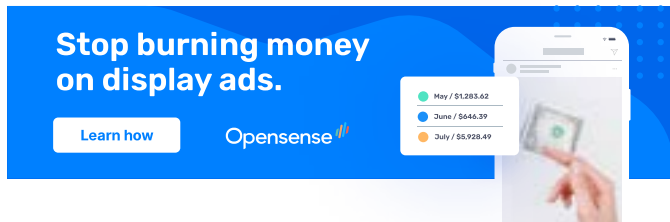
Now every email will be a perfect reflection of the brand you've worked so hard to establish.

"Opensense gives us signatures that are uniform and work on any device without significant administrative overhead. The email signature banners drive real engagement. It's been great for our team."

Laura Vinci, Director of Association Technology Services at National Association of REALTORS®

Email Signature Anatomy

Get perfectly branded email signatures across every email and client.



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Email Signature

Designed in HTML to ensure flawless delivery on all devices and email clients. One-time design project, after which the design remains static and requires no further upkeep.



Email Ad Banner*

No-code image you create in any design tool (Photoshop, Canva, etc.). You can schedule ads, rotate multiple, and even target based on sender groups (like department) or recipient data** (like lifecycle stage).



Individualized Disclaimer

This can be set up once to automatically generate disclaimers based on sender or recipient information** such as location.

**Note: Available at Pipeline tier.*

***Note: Available at Complete tier.*

What you now have access to.

Now you can put your brand amplification on autopilot and leverage the trust and equity built by the efforts of your employees and their relationships to promote company initiatives, deliver value, and amplify your brand.

Signatures

- 1 Centralized email signature deployment and management
- 2 Works on all devices
- 3 Works on all email clients (Outlook, OWA, Gmail, etc.)
- 4 Patented plain-text signature previews with end user flexibility
- 5 Compliance & usage dashboard
- 6 Internal & external signature types
- 7 Department-specific signature types
- 8 Reply & forward signature types
- 9 Custom signature fields
- 10 Legal & compliance disclaimers
- 11 Azure AD, Google directory, & HR Systems integration

Banners*

- 1 Deploy email ad campaigns through banners with CTAs
- 2 Analytics including deliveries, views, & clicks
- 3 Group banners by internal department, team or location
- 4 A/B Test banners & optimize based on performance
- 5 Schedule banner updates in advance
- 6 Custom UTM parameter support to autofeed tools like Google Analytics
- 7 Works on all devices
- 8 Works on all email clients (Outlook, OWA, Gmail, etc.)
- 9 Build & segment campaigns based on recipient targeting data in your CRM or marketing automation tools**
- 10 Include signatures & banners when sending from CRM or sales tools like Outreach & Salesloft**

*Note: Available at Pipeline tier.

**Note: Available at Complete tier.



Let's get started.

Opensense works wherever you work. We'll help you set up your email environment to make sure all your new signatures get out to every employee whether you have 100 or 10,000. Based off launch date, the rest of the tasks will be assigned assigned.



Kickoff Call

Meet your Customer Success Manager.



Signature Design

Narrow down your email signature design.



IT Integration

Configure everything and set you up for success.



Company Launch

Roll out signatures to your entire team.



Deploy Ad Campaigns

Launch campaigns beneath the email signature block.*



Set Up CRM

Deploy recipient-based targeting.**

1 - Kickoff Call

You'll meet your dedicated Customer Success Manager and the rest of the onboarding team at Opensense.

We'll discuss deployment plans and design requirements, and we'll introduce you to GuideCX where you can stay up to date on the entire process in real-time. This call generally lasts 30-45 minutes.



Who attends?

- ✓ Primary technical stakeholder (IT)
- ✓ Primary design stakeholder (Marketing)



You can prepare by:

- ✓ Completing the [Onboarding questionnaire](#)
- ✓ Reviewing our [signature design best practices guide](#)
- ✓ Confirm where employee data lives

*Note: Available at Pipeline tier.

**Note: Available at Complete tier.

2 - Signature Design

It's time to have some fun.

Your email signature design is absolutely critical for presenting a beautiful and cohesive brand image across every employee, every email, and every device. That's why, we'll work with you to make sure you narrow down the best design for you.

- **Who's involved?**
 - ✓ Project stakeholders: Marketing or Brand

- **You can prepare by:**
 - ✓ Uploading the following brand assets in GuideCX:
 - ✓ Screenshot of the desired signature
 - ✓ Any graphic files that will be used in the signature (logo, icons, etc.)
 - ✓ Brand guidelines for font and colors

3 - IT Integration / Configuration

We work with your team to get all information properly synced from your employee directory or other source and in line with your signature design.

Then we will deploy some test users and make sure everything looks perfect.

- **Who's involved?**
 - ✓ IT domain admin (Office 365 admin/Google super admin)
 - ✓ DNS Manager/Admin

- **You can prepare by:**
 - ✓ Update DNS entries
 - ✓ Submitting a change request

4 - Set up CRM / Marketing Automation Integration*

In order to deploy recipient-based targeting for ad campaigns and/or append signatures and banners to emails coming out of your CRM or other sales tools, we'll need to set up the integrations before launch date.

We'll walk you through everything and make sure it's all looking great.

- **Who participates?**
 - ✓ CRM / Marketing Automation Manager
 - ✓ Opensense Integrations Specialist
- **You can prepare by:**
 - ✓ Decide which tool to integrate (Outreach, Salesforce, etc.)
 - ✓ Confirm integration with tool admins

**Note: Available at Complete tier.*

5 - Company Launch | Go-Live

By this point your signature designs are crisp and beautifully branded, your test users are firing on all cylinders, and we are ready to roll out signatures to your entire team.

Depending on your deployment method, this may be instantaneous or require some additional communication with your employees. We'll be with you every step of the way.

- **Who participates?**
 - ✓ IT (depending on deployment type)
 - ✓ Marketing
- **You can prepare by:**
 - ✓ Verify your email signature design
 - ✓ Determine who you'd like to include in launch
 - ✓ Send out internal communication:
 - ✓ Review this sample roll-out document
 - ✓ How to announce Opensense template
 - ✓ How to set up groups in Opensense, Google, or Office 365

6 - Deploy Email Ad Campaigns*

Now you're ready to launch campaigns beneath the email signature block. We'll help you strategize on the best use cases, show you how to schedule them, and get you ready to develop and deploy the assets on your own.

**Note: Available at Pipeline tier.*

- **Who participates?**
 - ✓ Marketing (growth, content, events, etc.)
 - ✓ Graphic Design
- **You can prepare by:**
 - What is the highest impact next campaign for this channel?
 - ✓ Come to your meeting with that banner
 - ✓ Review [Banner Best Practice Guide](#)

How does your team interact with Opensense?

Elevate the channel you already own and drive the experience and empower your brand, marketing, sales, and compliance teams.

Sales & Account Insights

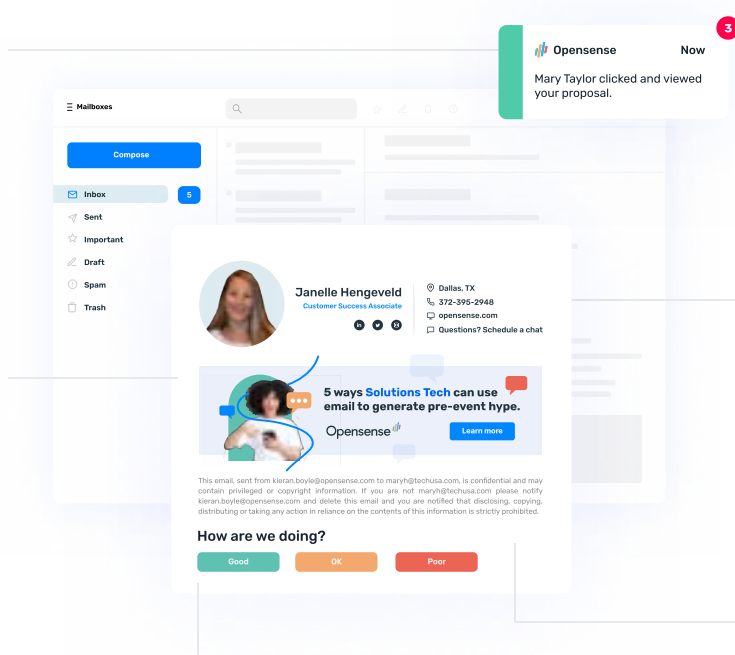
Track buyer engagement with every PDF, video, & web link you send down to the individual recipient. Tailor your follow up to match the buyer's interest.

Growth & Event Marketing

Take advantage of the millions of everyday emails your company sends & drive more traffic to your best content & events.

Customer Feedback

Understand your customers through surveys to find out exactly what your customers are experiencing.



IT & Brand Marketing

Effortlessly enforce signature standards across hundreds or thousands of employees, perfectly. Control everything from a single dashboard including compliance checks.

Legal & Compliance

Optimize disclaimers and other compliance messaging with no heavy lifting including by sender or recipient country & language.

Questions?

If you have questions about our onboarding timeline, please contact us at help@opensense.com or call us at 1-866-OPENSENSE.