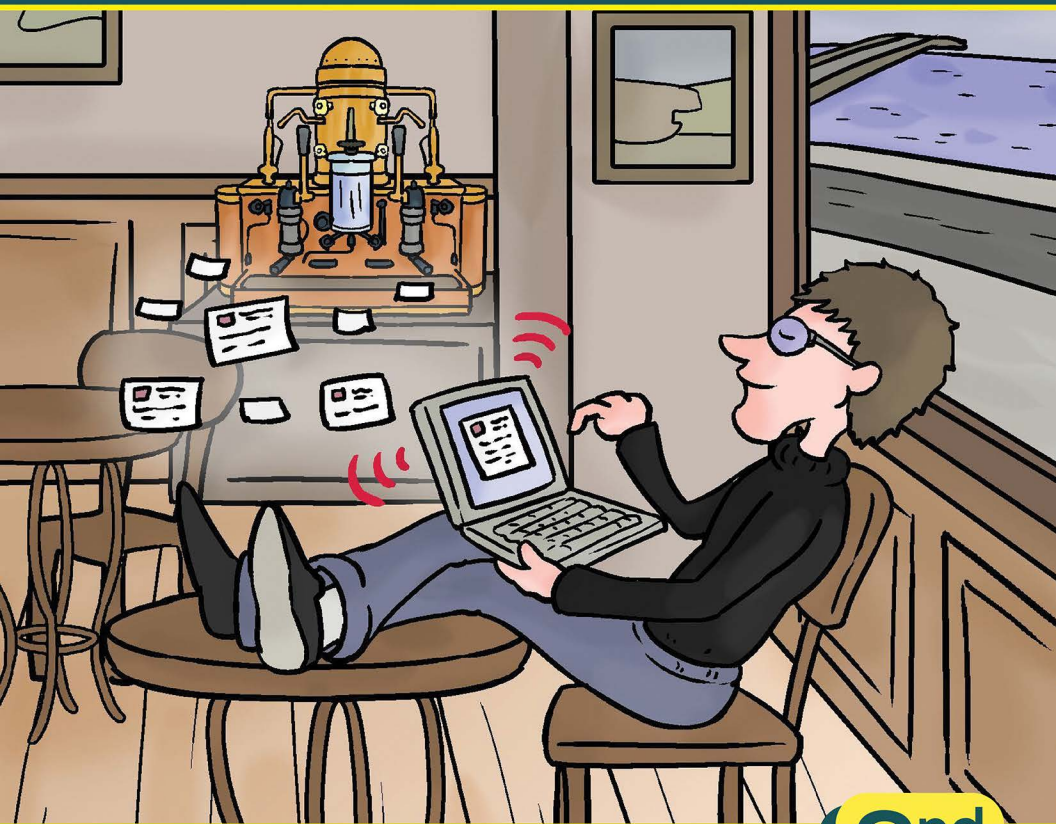


Conversational Google Workspace Email Signatures

By J. Peter Bruzzese (10-Time Microsoft MVP)



**In this
book, you
will learn:**

- The importance of uniform email signatures
- Email signature consistency challenges
- Exclaimer's solution for email signatures within Google Workspace

**2nd
Edition**

Sponsored by Exclaimer

Exclaimer is the leading provider of email signature management solutions for Microsoft and Google email services. Its scalable cloud-based platform enables organizations to centrally manage and automate email signatures, ensuring regulatory compliance, operational efficiency, and brand consistency. Built for IT teams and powerful for business, Exclaimer simplifies email signature management by eliminating manual updates, reducing security risks, and maintaining full control over business email communications.

Exclaimer delivers 20 billion email signatures from 9 million email accounts across 70,000 organizations annually. Its diverse customer base includes Sony, Mattel, Bank of America, NBC, the Government of Canada, the BBC, and the Academy Awards.

Follow Exclaimer on [Facebook](#), [LinkedIn](#), and [X](#).



www.exclaimer.com

Conversational Google Workspace Email Signatures (2nd Edition)

By J. Peter Bruzzese

© 2025 Conversational Geek



Conversational**Geek**[®]

Conversational Google Workspace Email Signatures

Published by Conversational Geek® Inc.

www.conversationalgeek.com

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein.

Trademarks

Conversational Geek, the Conversational Geek logo and J. the Geek are trademarks of Conversational Geek®. All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. We cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an “as is” basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book or programs accompanying it.

Additional Information

For general information on our other products and services, or how to create a custom Conversational Geek book for your business or organization, please visit our website at conversationalgeek.com

Publisher Acknowledgments

All of the folks responsible for the creation of this guide:

Author:	J. Peter Bruzzese
Project Manager:	Ian Whiteling
Copy Editor:	Nick Cavalancia
Content Reviewer:	Alicia Mello

Note from the Author

Greetings!

I remember the days when a signature was simply your name and title, perhaps some additional contact information. Using a web or email client to control your own signature was easy enough for most. Unfortunately, some took the creativity needle and pushed it off the charts with all sorts of weird fonts, graphics, quotes and such (without any concern for consistency).

At some point the email signature became a representation of the company itself. It therefore became necessary to regulate and make it uniform and consistent. In fact, email signatures are now considered part of the PR and marketing of a company, making the need for a consistent, professional signature a must-have.

In addition, regulation compliance has pushed the need to add disclaimers with the importance of having consistent signatures across devices (desktop vs. mobile). As a result, IT must look to provide uniformity over and above what users alone can do.

Although there are built-in tools for Google Workspace, there are times when a third-party solution may be needed to ensure your company is getting the full value from the signatures your employees send with each and every email correspondence.

J. Peter Bruzzese



The “Conversational” Method

We have two objectives when we create a “Conversational” book: First, to make sure it’s written in a conversational tone so it’s fun and easy to read. Second, to make sure you, the reader, can immediately take what you read and include it in your own conversations (personal or business-focused) with confidence.

These books are meant to increase your understanding of the subject. Terminology, conceptual ideas, trends in the market, and even fringe subject matter are brought together to ensure you can engage your customer, team, co-worker, friend and even the know-it-all Best Buy geek on a level playing field.

“Geek in the Mirror” Boxes

We infuse humor into our books through both cartoons and light banter from the author. When you see one of these boxes, it’s the author stepping outside the dialog to speak directly to you. It might be an anecdote, it might be a personal experience or gut reaction and analysis, it might just be a sarcastic quip, but these “geek in the mirror” boxes are not to be skipped.



Greetings. They call me J. Within these boxes I can share just about anything on the subject at hand. Read 'em!

TABLE OF CONTENTS

The Business Need for Standardized Email Signatures in Google Workspace	7
KEY UNIFORM EMAIL SIGNATURE USE CASES	11
Challenges of Uniform Email Signatures in Google Workspace	13
METHODS FOR CONTROLLING EMAIL SIGNATURES	15
<i>Individual Gmail Signatures</i>	<i>15</i>
AUTO SIGNATURE PRODUCTS	17
The Big Takeaways	18
Sponsor Chapter: Exclaimer	19
HOW EXCLAIMER WORKS	22
THE AZURE CONFIGURATION SETUP	23
KEY FEATURES.....	25
<i>Disclaimers</i>	<i>27</i>
<i>Headline Content.....</i>	<i>27</i>
<i>Meeting Booking</i>	<i>27</i>
<i>Sales Automation</i>	<i>28</i>
<i>Analytics</i>	<i>29</i>
<i>Strict Security Maintained.....</i>	<i>30</i>
<i>Worldwide Availability</i>	<i>31</i>
<i>Trusted by Millions of Users.....</i>	<i>31</i>
The Big Takeaways	32

The Business Need for Standardized Email Signatures in Google Workspace



I'll just go ahead and say it: *business email isn't going anywhere.*

According to Exclaimer's *State of Business Email 2025* report, 89% of organizations say business email is important to daily

operations, just under half of their internal and external communications rely on direct email, and one-third rely on email for customer/client communication. So, despite having many choices of mediums (think text, slack, WhatsApp, Teams, and many more), email remains the most trusted channel for business communication.

With business email being so critical, it's important to dive into the one aspect of this communication medium that appears in every single email: *the signature*.

An email signature, when done right, is of tremendous benefit to organizations— it enhances professionalism, supports branding, improves the customer experience, and ensures consistency and compliance. So, it surprises me sometimes when I receive and read an email message wherein the content comes across as professional and then I glance at the signature which screams “amateurish”, “unprofessional” and/or “blah”.

At the same time, I also find that unprofessional email signatures jar my perception of the sender and the company they're associated with. One moment I get an email that has a signature and the next I get the “Sent from my iPhone” mobile flavor of the email.

I'm not judging folks for stepping out, and I certainly appreciate that they value me enough to email me on the go, but it's a combination of the loss of professionalism the signature should provide combined with the TMI factor (i.e., I don't want to know what device you're using unless the real message is 'please forgive all the typos and acronyms... I'm on my phone').

Even so, why should businesses care about their email signatures?

Why Need an Email Signature at All?

There are a number of reasons why email signatures are important for a business you should consider:

- 1) **Branding:** It's the one part of the email that can be consistently used to reinforce company identity with logos, slogans, visual elements, etc.



Corporate Brand Reputation is recognized as a significant business and financial asset, with a company's brand influencing close to 40% of its' enterprise value.

- 2) **Customer experience:** A good signature provides all the key details a customer needs: who sent the email, how to get in touch, and how to take the next step. It communicates trust and professionalism at a glance.
- 3) **Communication consistency:** An inconsistent signature—like one that says “Sent from my iPhone”—can damage the overall impression of your brand (remember my reaction?). Consistency matters. If everyone uses different formats (or no signature at all), you lose credibility.
- 4) **Opportunity:** Quite frankly, email signatures are an opportunity to inform customers of new promotions, connect them with support, help them schedule time with a salesperson, and more. If you're still seeing signatures as just “name, email, phone”, you're missing the boat.

I read a statistic that says the average employee sends 40 emails daily. So, in a 100-person company that's 4,000 emails every single day! A company can use that high-volume email

load as a low-cost marketing tool to drive awareness, engagement, and action, but only if they know how.



Email signatures are 4x more cost effective than email marketing at generating clicks (CPC of email signatures \$0.14 vs CPC of email marketing \$0.57).

There are a few other influences as well that are making uniform corporate email signatures necessary. *The use of Generative AI* is one; AI is putting professional-level creative capabilities into the hands of every employee, giving them the tools to create inconsistent signatures that fall outside of brand guidelines. While helpful in some contexts, these tools can bypass design standards and result in creatives that dilute your visual identity and cause confusion.

The second revolves around cybersecurity concerns, specifically *brand impersonation*. Many phishing emails purport to be a well-known brand to establish legitimacy. While no email signature alone can prevent phishing, standardized, recognizable email signatures help establish trust and consistency, making it easier for recipients to identify legitimate communications from your organization.

The last is *moving email to the cloud*. While most of you reading this are already on Google Workspace (which is why you're reading this eBook!), some of you may still be running on-premises Exchange Server (2016 or 2019) perhaps and have heard the *end of life* news. The required shift to the cloud in response to this news has many organizations reconsidering how they manage infrastructure, security, and policy enforcement — including the role that email signatures play in all this.

Key Uniform Email Signature Use Cases

There are a number of use cases where uniform email signatures can help meet organizational needs. Let's look at how a few departments within an organization can put them to good use:

Legal: The lawyers want to ensure there's some sort of legal disclaimer at the bottom of emails with a mixture of language that hits confidentiality, privacy and/or compliance concerns. The goal is to limit liability and there are different email disclaimer laws in different parts of the world.



You might think a disclaimer only has to go to external recipients, but this is not accurate. There have been a number of lawsuits that have occurred due to offensive emails that have been sent internally. So, it's important to add an internal disclaimer, albeit one that differs from your external one.

Sales: These folks want to promote current sales offers, promotions, and content like demos and whitepapers to prospects and current customers alike. Even better, adding meeting booking links gives contacts an easy to schedule time with the rep. They could utilize all outbound email communications to include details on what's being promoted and next steps to take if interested.

Marketing: An email signature can be used to convey the value of the brand, how to connect with the organization, promote an upcoming event, and more. Perhaps you want to include social media icons, award logos or other dynamic content. Often times when I have speaking engagements, I will put them in my signature to get the word out. Sometimes I'll use a banner or graphic that links to the event itself. No doubt, your

company may have similar events, news, product announcements and so forth that could be spread to a wider audience by simply using employees' email signatures to do it.

IT: Internal email signatures could be used to communicate the problem links to open a helpdesk ticket, visit the user knowledgebase, where to find Microsoft 365 training, and more.

HR: These folks are all about making sure employee titles, pronouns, phone numbers, addresses, working hours, etc. are all correct. A uniform email signature that's integrated with a service of record would put them at ease when worrying about whether each employee (and, therefore, the company overall) is being represented correctly.

Challenges of Uniform Email Signatures in Google Workspace



Believe it or not, even today there are companies disseminating Google docs with “approved” email signatures and instructions for employees to copy the one they want to use into their various email clients.

Email signatures are a real problem for organizations. There are ways to push out a standard signature using scripts, applying a signature as a footer in Transport Rules within Exchange, and Outlook plug-ins to assist. But organizations serious about truly implementing a uniform email signature within Microsoft need to be concerned about a few things:

1. **A variety of corporate email clients:** You have Gmail in a browser, a plethora of third-party email clients, can even use browser-based “apps” in Chrome and Edge, and then have a separate wide range of choices for mobile devices. Additionally, your employees likely

have at least two in use. There is no single supported method of pushing an email signature to all of these clients.

2. **A variety of recipient email clients:** Your signatures need to work on an even larger list of email apps and web clients and, somehow, still look consistent.
3. **Internal vs. external use cases:** Since email signatures can be used to communicate specific things to specific recipients, having an ability to differentiate signatures for employee- and customer-facing emails, different regions of the world, and to meet specific department needs is important.

It's evident, if you're serious about email signatures, this cannot be left up to the whim and will of each end user. You have to ensure it's done right, is centrally manageable, and is consistent.

With email remaining the most common form of communication in any business, it's essential that emails coming from your company convey a uniform professionalism and maintain regulatory compliance standards.

The hidden value in email signatures can only be unlocked if they aren't left to chance. Consistency (whether in the office or on the road), professional appearance, and uniformity throughout your organization... these are key aspects of email signatures that deliver value.

Centrally managed email signatures are not as easy to establish as you might think. There is a technical side to it, as well as a design element that must be taken into consideration.

Methods for Controlling Email Signatures

I should start by saying that telling your end users to just create their own signatures in Gmail is not really an option; this is too important from a corporate perspective to leave it to chance and/or individual creativity. Having said that, Google Workspace, Google’s cloud productivity suite, has very little functionality available to create and manage individual email signatures. Here are your basic options:

Using an Email Footer

Google Workspace does promote the presence of a universal “default signature” as a footer placed automatically at the end of the emails of everyone within the organization. The result is a no frills, *text only* “signature” with the only real administrative granularity being whether it’s sent to internal as well as external recipients.

There are no options to pull in per-user details from Google Directory as parameters, so this option really is for a singular uniform signature to be used by all employees within the organization.

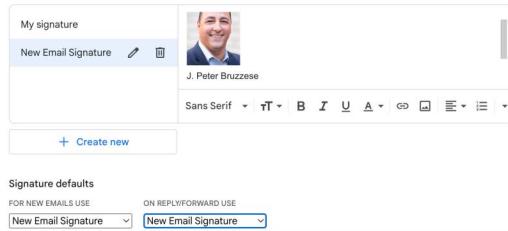


In actuality, given the fixed text-only capabilities, this “default signature” feature feels far more appropriate for a legal disclaimer than a signature.

Individual Gmail Signatures

Per-user email signatures (created by each individual user) are supported by Gmail – with support for images, links, and content up to 10,000 characters.

Signature:
(appended at the end of all outgoing messages)
[Learn more](#)



Creating a Gmail Signature

Images are linked to from an external web source, and Google keeps these signatures pretty simply-formatted so that they appear consistently across with vast range of email clients available today.

Now, Gmail does support HTML signatures – so it **is** possible for IT to send out a standard email signature template here. But, even offering a signature template for users to copy and paste is going to have very mixed results – and there are two really big concerns I have here:

1. **Lack of compatibility** – there's no guarantee that HTML will render correctly on every email client. And that's a problem, given that one of the reasons for a standard email signature is consistent organizational branding.
2. **User error** – given individuals will need to use an HTML editor, will likely need to navigate multiple parts of the code to place their personal details, and then copy and paste the HTML into Gmail's settings, it feels like this is going to cause potentially more problems than it solves.

IT ideally needs to automate this process to address corporate/legal/consistency requirements, as well as ensure a way to easily update signatures without becoming a bottleneck

for change requests from Legal, Marketing, HR, and Sales. *And that just doesn't exist natively.*

Gmail APIs

Lastly, there does exist some developer tools that include code ([goto.cg/GmailSigCode](https://github.com/goto-cg/GmailSigCode)) where email signatures can be programmatically set.

Not A Lot of Great Options

It's evident that as an organization using Google Workspace, none of these options are ideal. With the goal being a unified, consistent email signature organization-wide, anything less than individual standardized signatures is a non-starter.

Note: There are a breadth of websites offering pre-made customizable email signature templates online (should this be the path you currently need to take).

Over in the world of Microsoft 365, there are *mail flow rules* (a.k.a. transport rules) within Exchange and/or Microsoft 365 Exchange Online to create HTML or plain text legal disclaimers. Unfortunately, Google Workspace has no such option.

Auto Signature Products

There are a variety of different ISVs that provide auto signature solutions to attach professionally formatted signatures to internal/outbound messages. These can be add-ons to your email client pointing to a Gmail account or through a cloud-based agent that attaches the signature after the message is sent.



For those who are used to physically seeing the signature when creating an email, a cloud-based auto signature solution takes some getting used to because you don't see the signature when you hit send.

The Big Takeaways

Gmail within Google Workspace does have the ability to provide a minimal measure of email signature uniformity through the use of the Append Footer setting.

But, beyond the basic inclusion of text, you have to look at using HTML to fancify your signatures and/or look for email signature resources (i.e., pre-built HTML templates) you can use. And although template-based signatures can help an individual have an organization-sanctioned standardized email signature, it doesn't ensure professional formatting, consistent branding, required marketing elements, and more.

In other words, *It's not full email signature management.*

When compared to third-party email signature tools that provide a visual editor with no IT experience needed, a built-in set of templates and more, you may find you want and need to use an additional solution for your email signature when working with Google Workspace.

While Google doesn't really acknowledge the need to use a third-party platform to overcome the limitations of organization-wide signatures, they do list these types of vendors in the Google Workplace Marketplace.



Full disclosure: with all my IT experience, when it came time to ensuring my business put its best foot forward and used consistent, professional signatures across all devices for everyone in the company, I went to an auto-signature solution. I went to Exclaimer.

Sponsor Chapter: Exclaimer



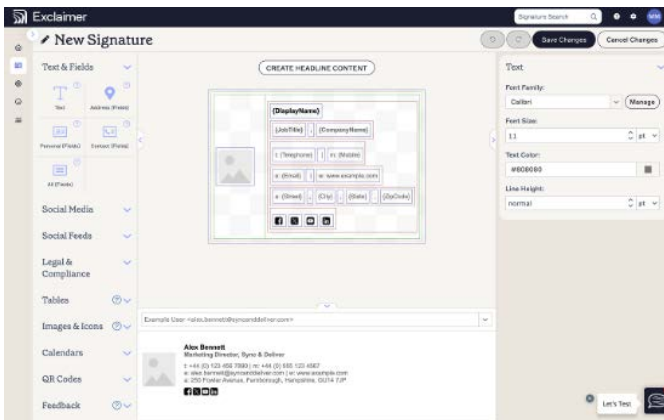
It's safe to say, if you're an IT/Google Workspace admin, you would love to have a way to not only resolve the email signature uniformity conundrum, but either delegate it to someone else or provide automation of manual processes, which will, in both cases, give time back to the IT professional. Time that can be better used for strategic thinking.

Exclaimer does just that. And with over 70,000 global organizations across regulated industries relying on Exclaimer to service 9 million outboxes and over 20 billion email signatures each year, it's clear they're the provider to rely on. Through a web-based user interface, you can create professional email signatures or delegate the process to someone with absolutely no IT expertise. From a single system, a non-IT user with no HTML skills can design and apply multiple

signatures for all Microsoft 365 users, but only if you give them certain permissions.

The person designated to design the signatures will use the web-based UI where they can create email signatures using a drag-and-drop editor or choose from a range of professional signatures in the template library. Contact details for the users will be pulled from Google Directory for fields like name, job title, phone number, etc. You'll also have the ability to use custom attributes in signatures, and any fields that aren't populated for a particular user in your directory will automatically be hidden without messing up the design.

The drag-and-drop signature editor allows you to easily add other elements such as logos, promotional banners, user photos, and social media icons. You can then implement marketing elements to turn email signatures into lead generation and personalization tools. For example, you can apply different banners that match the recipient's position in the buying cycle, ultimately creating an account-based marketing (ABM) channel.



The Signature Design UI



Once you have it set up, if you need to swap out the event banner or make a change you can make it for everyone at once through the signature editor. And don't even get me started on the value of the Signature Rules Tester! I can test users to see if they send internally/externally exactly what their signature will look like. What a huge time saver rather than saying "ok... let's test it... send an email to my Gmail account" for different users.

Once you've finished creating the signature, you can then apply it based on a number of different criteria:

- Group membership
- Salesforce or HubSpot list membership
- Whether the recipient is internal or external
- Whether the email is a reply or not
- Date/time range
- The sender/recipient domain
- Recipient email address
- Specific user attributes in Google Directory such as job title or country
- Presence of words in the subject line
- Advanced rules and queries

Multiple users can be given access to your Exclaimer account, and you can assign them either admin or editor permissions. This ensures the correct person deals with the correct

signatures, whether that be department or country-specific. This means that you don't have to rely on a single person to manage company-wide signatures.

How Exclaimer Works

Exclaimer is extremely flexible, providing multiple setup options depending on your particular needs.

1. Server-side configuration: Mail flow is configured to pass from Google to Exclaimer's regional Azure servers. The signature is added and then passed back to Google Workspace for sending. **It means that the signatures are applied after the email has been sent - you cannot view your email signature while composing the email messages. Signatures are applied to all email messages via Exclaimer's Cloud service, irrespective of which browser/device/email client is used.**
2. Client-side only configuration: With this setup, mail flow does not pass through Exclaimer. Instead, signatures are sync'd to your users' Gmail client, where they can choose a specific email signature template created in Exclaimer. **It means that you can view your email signature while composing the email messages in Gmail.**
3. Client and server-side (the best of both worlds): Email signatures are sync'd with Gmail, and emails are also passed through Exclaimer. This means your users still have the option to choose their signature, and they'll also get signatures stamped on emails sent from mobile devices and Macs.

There are a variety of new and interesting features that expand how Exclaimer works including:

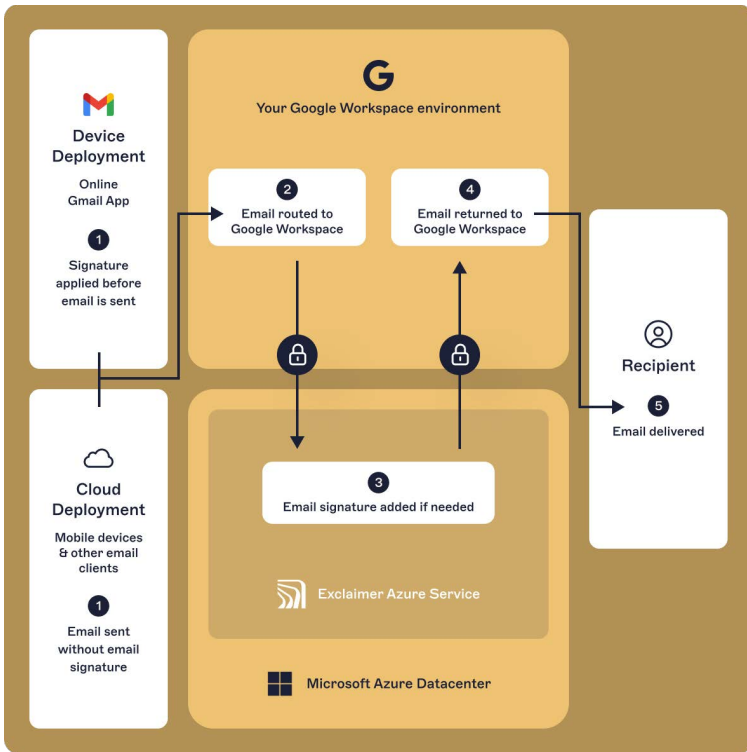
- Allowing client-side signatures to change automatically based on the email recipient
- Using email alias addresses and applying your signature to these emails
- Analytics dashboards to see how email signature templates are performing

The Azure Configuration Setup

Exclaimer is hosted within the Microsoft datacenter world (the Azure side).

This is not just comforting from a security perspective and a desire to avoid email tampering; from a latency perspective, having the solutions “near” each other physically and in similar datacenter/network spheres can help reduce excessive latency concerns.

On the Azure side, setup is done so you have a high-availability, load-balanced configuration. A mail route setup in Google Workspace passes the email to a regional Exclaimer Azure server. After the signature is applied, it passes the email back before it gets sent out.



As for ‘how’ the signature is applied, when the email reaches the Azure server, Exclaimer examines the message ‘envelope’, which includes the sender’s details and intended recipients, determining which signature to apply to the email.

The sender’s attributes are pulled from the cached Google Directory data, which is used to populate the selected signature, e.g., name, job title, phone number, etc. Exclaimer then ascertains where the signature is to be inserted. It decodes the MIME (Multipurpose Internet Mail Extensions)/TNEF (Transport Neutral Encapsulation Format) carrier to do this.

The signature is then inserted in the appropriate location and this new email is sent back to Google Workspace. The email is then forwarded onto its original recipient/s.

Exclaimer does not save any email content to an external location. This is due to the SMTP mode of integration with Google Workspace not requiring emails to be stored prior to being forwarded back to Google Workspace.

All it does is look for a reply separator in order to apply the signature correctly. It also scans the message body for any unique strings to determine if a signature is already present, i.e. during email conversations.



On a personal level, one of the things I love about Exclaimer is the ability I have to use an internal and external signature. But that's not the best part. When I send an email to persons inside and outside the company, Exclaimer appends the internal signature to my internal people, and external signature to external people. Off the same email I send!

Key Features

The most obvious features revolve around the marketing elements. Consistent, professional-looking signatures that you build and test easily with their drag and drop designer. Banners and clickable elements to take recipients to your social media pages (Facebook, LinkedIn, X and so forth). But, beyond the obvious options, there are a bevy of marketing features available within Exclaimer. These include:

- **Social Feeds**, which allow you to display the three latest Facebook or LinkedIn posts within the signature. This will strengthen connections and communities with

those who already know you. Plus, there are analytics to help you see which posts resonate more with your audiences.

- **Integrating with Salesforce and HubSpot**, which allows you to easily pull in recipient lists and contact details from your CRM. That means you can show the right banners, segment contacts more effectively, and track campaign performance-all through everyday email signatures, tailored to where each person is in the buyer journey.
- **Campaigns** that let you schedule banner campaigns to deliver highly personalized messages to your audiences at optimal times.
- **Branding**, which enables you to set branding attributes in advance (think logo, colors, fonts, etc.) to ensure automatic unification or alignment of signatures toward your brand.
- **Customer Thermometer Integration**, which offers the ability to add in a 1-click survey to an email signature template, providing an easy way to gain stakeholder feedback in real-time. This is a million miles from those long-winded customer surveys that hardly anyone responds to.



While not signature-related, Exclaimer even extend branding into *meetings*, ensuring consistent backgrounds are used that reinforce company branding.

Disclaimers

Disclaimers make sure the organization meets any legal and regulatory requirements.

Standardized disclaimers can be added to outbound emails, ensuring compliance across departments and geographies. All from one location. And by leveraging some of the previously mentioned selection criteria, it's possible to have different disclaimers for different purposes, senders, recipients, geographies, and more.

Headline Content

We often think of an email signature as something that solely goes at the bottom of an email. But through Exclaimer, you can also add content at the *top*, above the body section, to drive greater engagement from your business emails.

From an internal email perspective, you can use this feature to promote key company mindsets, or alert all to an upcoming event like a product kick-off.

From an external email perspective, this is valuable for brand awareness content. Or for promoting an event, perhaps an upcoming conference or webinar. Or for encouraging customer feedback through a survey.

Meeting Booking

We've talked about the value of a consistent email signature from a company awareness and marketing perspective. And we've also seen how the extension of a customer feedback solution can take your email to the next level. Exclaimer also has appointment booking capability through integrations with Calendly, Chili Piper, and Microsoft Bookings.

It connects with Outlook or Google calendars and shows real-time availability that can be configured by the users to ensure the days/time offered are what they prefer.

New appointments are added automatically, and reminders are sent to both the user and the requester through email and SMS. It can integrate with both Teams and Zoom for video conference calls.

The booking link can also be shared outside your signature so you can copy and paste it to send to folks, going beyond the signature link option.

Personally, I love it when I see an option to choose an appointment time with a person I'm looking to talk with. I hate playing phone tag or back and forth "here's my schedule, what's YOUR schedule" games with folks. As a user it's easier for me to choose a day/time. So, from a different angle, that of a marketing professional perhaps, or a salesperson, to offer a fast, effortless way for folks to book time with you... that's gold.

Sales Automation

Now, let's talk about another win for your sales team—automation.

If you're using tools like Salesloft or Outreach, Exclaimer has you covered. They integrate directly with both platforms, making it easy to ensure your signature always shows up in sales outreach.

You can apply personalized signatures to emails within your sequences or cadences. And you can even target specific signatures to specific emails or monitor performance by tracking subject lines.

I think this kind of automation is a game-changer. Salespeople already juggle so much. Pipeline management, follow-ups,

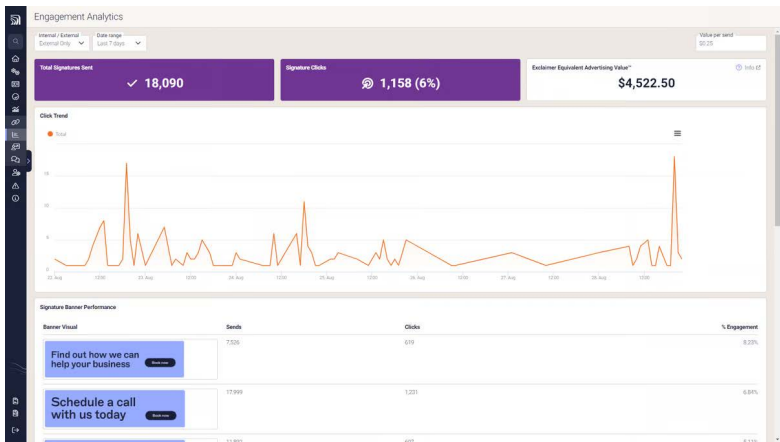
calls, demos. Why should signature management be one more thing to think about?

Analytics

If your signatures are an organized marketing initiative, as they should be, you want to be able to see clear outcomes.

Exclaimer already allowed you to view click-through rates on signatures, but now offers the ability to drill into an individual signature to see which elements are performing the best.

Domain attribution on those clicks lets you see which recipients are clicking on your signatures to ensure the actions you're trying to direct are working.



Along with analytics, a signature score has been added so you can gauge which signatures perform best. The score is based off of extensive anonymized global research. This allows you to optimize your signatures based on objectives. All of the data and analytics feed into another feature, signature recommendations, which will guide you on how best to design the right signature for your goals.



Pondering all of these features and options, think back to the previous chapter that explains the extent to which you can construct and deploy signatures using built-in Google Workspace tools. It's no wonder Google encourages you to seek out a third-party solution if you need more robust signature development and utilization.

Strict Security Maintained

Exclaimer ensures the security of your email and its contents on a number of levels. It starts with support for Google single sign-on to ensure those users managing signatures are who they say they are.

Second, signatures can be grouped together and secured from unauthorized access, making certain they are not tampered with prior to being appended to emails. Lastly, the connectors we spoke of earlier will protect the integrity of the mail flow. SSL certificates and TLS encryption are used to provide a secure connection between Google Workspace and Exclaimer.

Data is encrypted using a combination of RSA-2048-bit asymmetric encryption and a one-time use Rijndael symmetric session key. Rijndael is an algorithm selected by the U.S. National Institute of Standards and Technology (NIST) as the Advanced Encryption Standard (AES). Keys issued are managed through certificates, with several of these being used for encipherment (converting a message into a cipher for encryption and decryption) purposes.

When Exclaimer processes an email, it examines the message to decipher the sender's details so it can apply the relevant signature as configured within the UI. It also scans the mail for

common strings that represent a reply separator, so the signature can be inserted in the correct location.

Exclaimer does not actually ‘read’ the message in the traditional sense, and the email content is not saved (persisted to disk) or available to Exclaimer personnel.

Overall, because the email stays in the Google Cloud loop – and because proper connector protocols are used to ensure security – email is not compromised at rest, nor is it able to be compromised in transit through the signature “stamping” process.

Worldwide Availability

Exclaimer for Google Workspace is hosted in 4 regional Microsoft Azure locations globally. Each region has a primary and secondary datacenter, ensuring your mail flow is constant, even in the rare event of an issue occurring in the primary datacenter.

Trusted by Millions of Users

Exclaimer adheres to many internationally recognized cloud security standards. It’s both ISO/IEC 27001 and ISO/IEC 27018 certified by the British Standards Institution (BSI), ensuring its information security management system (ISMS) complies with rigorous security standards.



Additionally, Exclaimer has achieved the SOC 2 Type II attestation, which confirms that its global systems and operations meet the Trust Services Principles for Security, Availability, and Confidentiality.

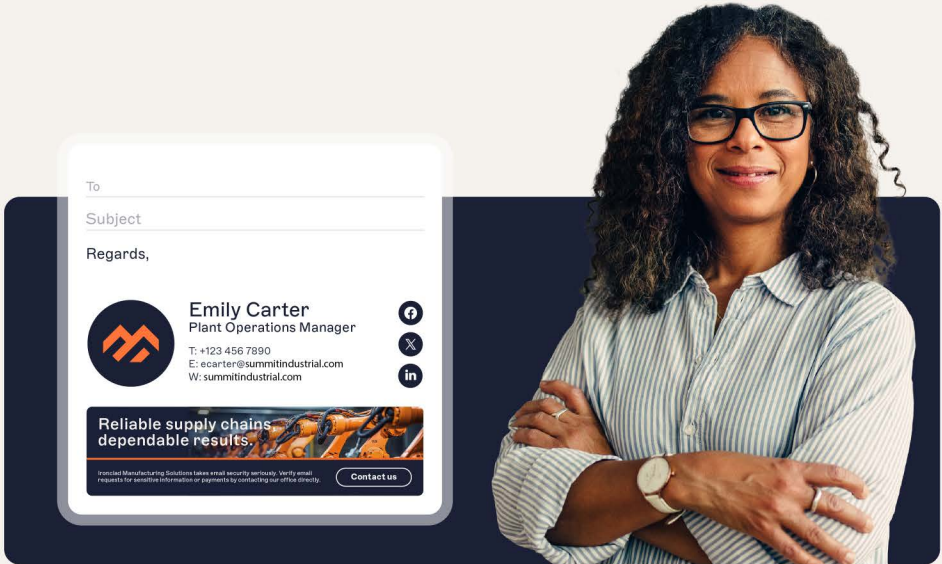
Exclaimer's Trust Portal, powered by Conveyor, offers an efficient and transparent way to access essential information about the company's approach to cloud security and reliability.

The Big Takeaways

At the end of the day, email signatures might seem like a small thing—but as you've seen, they pack a serious punch when done right. And that's exactly where Exclaimer shines. It takes what used to be a tedious, manual, and often inconsistent process, and turns it into something streamlined, secure, and even... fun.

Whether you're in IT and tired of playing signature tech support, in marketing and looking for smarter ways to drive engagement, or in sales and just want a signature that works without thinking about it—Exclaimer has your back. It's flexible, powerful, and built to grow with you.

So, if you're ready to stop wrestling with signatures and start making them work for you, Exclaimer's got everything you need. Simple as that.



Built for IT. *Powerful* for business.



- ✓ Centralized, automated signature control
- ✓ Apply disclaimers organization-wide
- ✓ Sync with Azure AD or Google Directory
- ✓ Delegate updates with role-based access controls



Email signatures, solved.

exclaimer.com

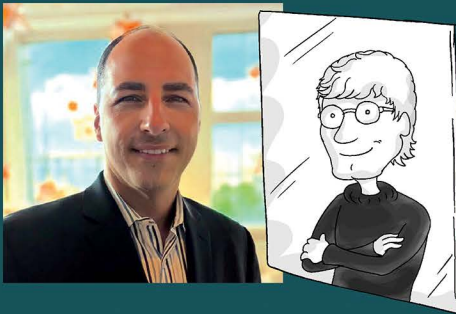
Trusted. Proven. Secure.

70,000+ customers | 20B+ signatures/year
14 Azure Data Centers | 99.99% uptime



Quickly become conversational about Google Workspace email signatures.

If you're moving to, or are already on Google Workspace, it's essential to understand the value of email signature consistency and the possible ways of achieving such uniformity, as there are built-in methods that provide less-than-stellar results. In this book, we cover the why and how to achieve consistent email signatures within Google Workspace.



About J. Peter Bruzzese

J. Peter, an 10-time Microsoft MVP awardee (Exchange/Office365), is an internationally recognized journalist, published author, and speaker. He is co-founder of both Conversational Geek and ClipTraining. Follow him on Twitter @JPBruzzese.



ConversationalGeek®

For more content on topics geeks love visit

conversationalgeek.com