

Exclaimer vs Google Workspace

Google Workspace users have limited options for managing email signatures: adjusting Gmail settings or using the 'Append Footer' feature.

In contrast, Exclaimer offers an intuitive drag-and-drop designer, multiple deployment choices, and an enhanced feature set. With Exclaimer, you can also add elements such as promotional banners, social media icons, and instant feedback surveys to your email signatures.

Here's how Google Workspace's functionality compares to Exclaimer's:

FEATURE	EXCLAIMER	GOOGLE GMAIL SETTINGS	APPEND FOOTER
Centrally control email signatures for every member of staff	✓	✗	✓
Ensure brand consistency on all emails	✓	✗	✓
Support compliance with a bespoke disclaimer applied to every email sent	✓	✗	✓
Email signatures applied to emails from all mobile devices and email clients	✓	✗	✓
Users can see their signature while composing an email	✓	✓	✗
Incorporate embedded images and user photos in your signatures	✓	✓	✗
Include clickable promotional banners in your designs	✓	✓	✗
Apply signatures under the most recent reply	✓	✓	✗
Establish shorter signatures for reply emails	✓	✓	✗
Assign signatures to different teams or individual senders	✓	✓	✗
Create signatures for specific audiences based on email domain	✓	✗	✗
Segment signatures for internal/external emails and exclude individual users or groups from specific designs	✓	✗	✗
Multiple user logins allow IT to delegate access to non-technical users to create and update signatures	✓	✗	✗
Apply a signature during a defined date range	✓	✗	✗

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FEATURE	EXCLAIMER	GMAIL SETTINGS	APPEND FOOTER
Automatic synchronization of user information to populate signatures from Google Directory	✓	✗	✗
Create professional signature designs using a drag and drop editor	✓	✗	✗
Access professionally created examples of email signature designs that can be updated with your branding	✓	✗	✗
Include HTML signatures on plain and rich text emails	✓	✗	✗
Use any font within your signatures	✓	✗	✗
Require no user action or access to sensitive Gmail settings	✓	✗	✗
Monitor, analyze, and report on email signature usage in your organization	✓	✗	✗
Measure the effectiveness of email signatures including clicks-through to optimize performance and run A/B testing	✓	✗	✗
Apply content above the email message body for maximum impact, including logo, images, banners, and surveys	✓	✗	✗
Establish a signature for a repeatable campaign that follows enhanced scheduling rules	✓	✗	✗
Let users self-manage specific fields used to populate signatures, including custom information	✓	✗	✗
Apply one-click signature surveys to drive feedback from email touchpoints	✓	✗	✗
Create multiple surveys and use beyond email signatures	✓	✗	✗



UK: +44 (0)1252 531422

U.S: +1 (646) 998-9341

Europe: +31 (0)228 567 066

APAC: +61 1800 464 509



sales@exclaimer.com



exclaimer.com/pricing