

# REASONS WHY COMPANIES NEED CROSSWARE MAIL SIGNATURE

## CONSISTENT BRANDING



You spend time and money designing logos, signage and business card. But when it comes to email, branding is often nowhere to be found, or left to the whims of each employee. Crossware Mail Signature Ensure that every email contains consistent professional branding.

## BANNER ENGAGEMENT



The space above and below your email text is valuable and more commonly utilized as valuable content space. With Crossware Mail Signature, you can fill in these spaces with targeted content & banners to drive engagement (with in-line images to show in every email client).

## CENTRALLY CONTROLLED



You can stop chasing up your colleagues about manually changing their outdated signature! Centrally control company signatures with ease with our powerful signature editor .

## YOU SET THE RULES



With the ability to create and set complex rules, every part of your company signature can be controlled - use rules to specify when, where and how you want to display everything from ad banners to phone numbers

## LEGALLY COMPLIANT



Are you confident that every email being sent from your organisation is compliant with the law? With Crossware Mail Signature, company-wide email disclaimers can be created so you can rest assured that each email sent contains your compliant disclaimer.

## FROM EVERY DEVICE & CLIENT



Your signature will appear on every email, no matter what device or client you're sending from. No individual device set up is required and consistency is maintained... Simple!

[www.crossware.co.nz/trial](http://www.crossware.co.nz/trial)