



# EMAIL CHALLENGES YOU'RE PROBABLY FACING

## AND HOW TO OVERCOME THEM

### 1. INCONSISTENT BRANDING

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

### 2. LEGALLY NON-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.

### 3. MISSING OUT ON AD SPACE

The space above and below your email text is valuable, but rarely utilized, ad real estate! With Crossware Mail Signature, you can fill in these spaces with targeted advertising and banners (with in-line images that show in every email client).

### 4. LACK OF CENTRAL CONTROL

Leaving individual employees in charge of their email signatures can result in frustratingly inconsistent branding on emails leaving your company. Crossware Mail Signature provides centralised control of your email signatures with any changes updating automatically across all signatures.

### 5. IGNORING OTHER DEVICES

With so many devices in use by each employee, it can be easy to forget to set up some devices to have email signatures. Crossware Mail Signature is installed at the server-level making it device independent - that means your signature on every email sent from any device.



**START YOUR FREE 30 DAY TRIAL NOW!**

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