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- EDF Renewables

## EDF Increases Webinar Registrations 20%, Replaces Ads With Opensense Banners

### CHALLENGE

EDF Renewables North America is a market leading independent power producer and service provider in renewable energy, with 16 gigawatts of developed projects. Employing over 1,100 employees. EDF Renewables is a subsidiary of the EDF Group.

The company wanted to project a better brand image and have all employees adopt email signatures with the approved messaging and formatting. The communications team had tried to enforce brand and signature guidelines to no avail. “For years we had been struggling with getting everyone to conform to using the same email signature. People went rogue. They used purple letters or colored backgrounds,” says Christine Karlovic, communications manager at EDF. “They would grab a low quality logo from a PowerPoint for their signature block.” Notes Karlovic, this was particularly bad for cleanly rendering signatures on mobile devices.

Additionally, EDF wanted a signature management platform that integrated directly with Microsoft Active Directory and Office365 to ensure sender information is accurate and automatically updated. Karlovic also saw signatures as an untapped, multi-faceted marketing channel that could deliver immediate value. “Everyone was spending a lot of time sending emails, and that the potential customers getting the emails were perfectly targeted for webinars or white papers. We wanted a more interactive way to reach them,” says Karlovic. Because EDF Renewables operated in a regulated field, emails from employees required proper disclaimers.

- ✓ +20% Webinar signups
- ✓ +30% recipient engagement
- ✓ Replaced paid advertising
- ✓ No IT support required
- ✓ Uniform, beautiful signatures
- ✓ Central management of all signatures and banners
- ✓ Automatic legal disclaimers
- ✓ Works on mobile - Office365, Gmail, iPhone, Android

For that reason, EDF wanted a centralized solution like Opensense to guarantee reliable and accurate disclaimer placement.

In short, EDF wanted:

- Beautiful branded signatures on all email
- An intuitive product that her team could use without IT involvement
- Engaging email banners for promotions
- Automated, reliable email disclaimers
- Support for mobile and major email clients

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Karlovic researched email signature management solutions and opted against plug-in solutions which don't work on mobile devices. Then Karlovic learned more about Opensense. It checked all the boxes and offered a free 30-day trial.

EDF deployed Opensense in 24 hours, instantly fixing their email signature brand issues. "The customer support and on-boarding was amazing," says Karlovic. After a quick training, Karlovic used Opensense's Design Studio to create signature banners and apply them to all emails. "In Opensense it's easy to make signatures look awesome - even on mobile. It just works," says Karlovic. The EDF

communications team quickly learned how to make them.

## RESULTS

With Opensense, EDF has turned its signatures into a powerful marketing channel. Email banners have driven a 20% increase in webinar registrations and a 30% increase in recipient



engagement. "It's super easy. I spend no more than 30 minutes per week on it," says Karlovic. EDF executives and sales teams use Opensense banners for content marketing. "The banners make it easy to promote white papers and thought leadership



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pieces," says Karlovic. "They get unsolicited emails saying, 'We read your white paper from the email'." The banners were so effective that after adopting Opensense, EDF stopped buying print advertising. Says Karlovic, "We found email banners were incredibly effective promotional vehicles. It's a direct hit every time you are emailing someone you are doing business with."

## ABOUT OPENSENSE

Opensense delivers beautiful email signatures and banners, centrally managed, for brand teams, demand generation and account-based marketing, sale analytics and legal compliance.



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