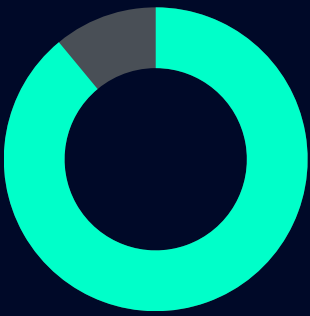


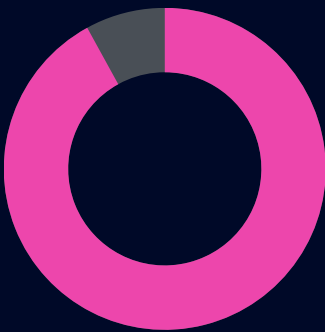
# Email signatures at work



**89%** rank one-to-one email as their most important business channel.

Opportunity to measure more:

**42%** aren't tracking signature performance. Yet.



**92%** say email is vital for marketing & customer engagement.

Who manages signatures?



**39%**

Marketing



**27%**

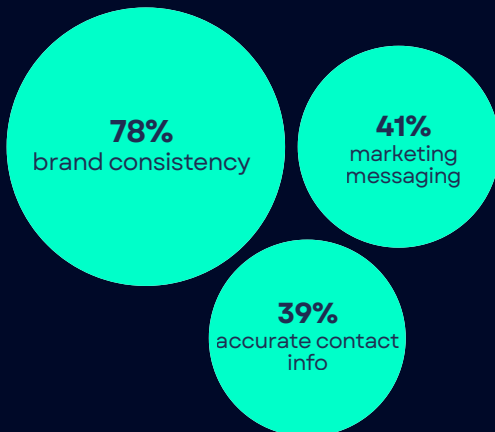
IT



**11%**

HR

## Email signature biggest wins



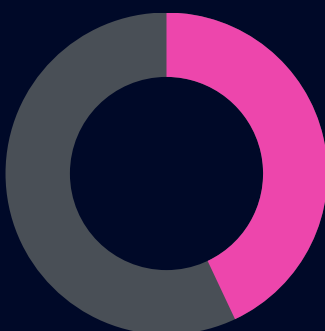
## Room to refresh



**28%** update signatures monthly.



**31%** update banners regularly



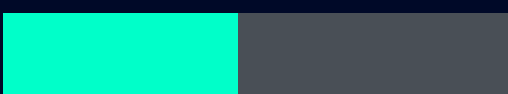
**43%** report banner CTRs above 5%

## Untapped potential

**19%** use Internal banners

**22%** add DEI/ESG messaging

## AI future focus



**46%** want AI-driven design & predictive banner performance.

## Capabilities in demand

