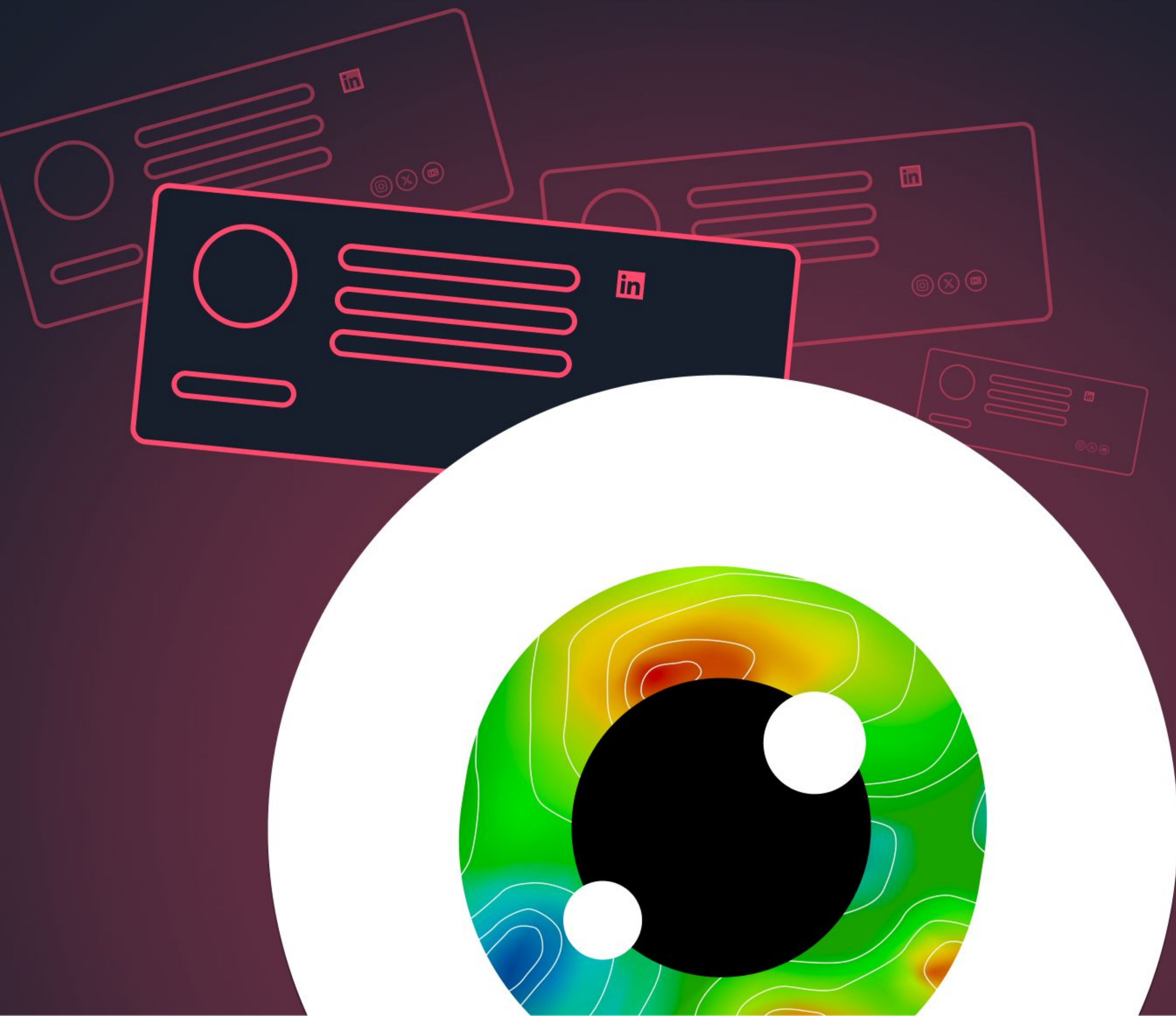


signitic

Ebook

The impact of *email signatures* validated by science



Contents

PART. 1

Eye tracking doesn't lie

PART. 2

**The benefits of signing
email**

PART. 3

**Eye tracking and signatures
email**

330 billion

That's the number of emails **sent and received** in 2022, according to Statista. Studies also point to a continuing increase in email exchanges. According to forecasts, the number of emails sent and received will exceed 376 billion by 2025.

This fast-growing communication channel is therefore a powerful tool. At the heart of an effective marketing strategy, it generates leads, increases the potential of an email campaign tenfold, improves the conversion rate of a prospect and reaches as many customers as possible.

There are a number of techniques that can be used to analyse the full potential of emails. Eye tracking, for example, is highly effective in this area. This science, which studies eye movements, states that email signatures are of vital importance.

Is this the solution for maximising the impact of your emails and boosting your business?

PART. 1

L'eye tracking doesn't lie

EYE TRACKING IS AN INTEGRAL PART OF THE GROWTH HACKING TECHNIQUES THAT BOOST BUSINESS PERFORMANCE.

WE EXPLAIN.

Eye tracking evaluates the path taken by the eye by **measuring the points and time at which the gaze** is fixed, in real time.

The data is used to draw up a heat map comprising both hot and cold zones. The areas **that catch the eye** are represented by the **warm zones**. The **cold zones** are the **least visited areas**.

Used in both traditional and digital marketing. Eye tracking is used in particular in product marketing, which focuses on **identifying needs and behaviours** before marketing a product or service.

If we take the example of a website, eye tracking can be used to pinpoint the areas where the most **strategic content** should be placed, enabling you to target the key locations for **attracting your customers**.

AS YOU CAN SEE, THIS
SCIENCE IS USEFUL FOR
IMPROVING THE USER
EXPERIENCE AND
BOOSTING A
PROSPECT'S
CONVERSION RATE.

For your emails, eye tracking gives you the opportunity to **optimise your message and your signature**.

It will enable you to adjust your strategy to increase your impact: ergonomics, placement of call-to-actions, or the positioning of visuals on **the content of your email signature**.



The eye is
the mirror
of the soul:

This is what
eye tracking is
all about.

PART. 2

The benefits of signing email

3 reasons to use the email signature

Given the number of emails sent and received every day, it's easy to understand the **power of this marketing channel**. Despite this, companies tend to want to be present everywhere. But before diversifying communication channels, it makes sense to exploit the full potential of the most profitable means of contact. Among these, email is naturally in pole position.

Paradoxically for the popularity of this means of communication, few emails include a signature and a personalised banner. This underestimates the power of these marketing tools.

USE THE EMAIL SIGNATURE AS A TOOL TO ENHANCE YOUR CREDIBILITY.

The email signature can be associated with a virtual shop window.

It reinforces your organisation's brand image.

It also establishes a **bond of trust** when the recipient reads your message.

Whether it's a customer or a prospect, they identify your company at a glance.

Your signature conveys a serious, professional **image that engages the reader**. The contact details, along with your organisation's slogan and logo, give your email legitimacy.

USE THE EMAIL SIGNATURE AS A MARKETING TOOL FOR YOUR BUSINESS.

A real marketing asset, the signature and banner of an email act as a springboard to attract and direct a prospect towards your products and services. With the right design, you can **arouse their interest and curiosity**.

By placing your customers' behaviour and expectations at the heart of your approach, you are using an effective and relevant **influencer marketing strategy**.

Whether you're running an email campaign or sending out a simple e-mail, it's a good idea to think about a strategy for optimising the signature on your correspondence.

USE THE EMAIL SIGNATURE TO REINFORCE YOUR COMMUNICATION.

The signature of an email is the ideal place to **add links**. These create traffic to a website, podcast or social networking profile. These links can also be accompanied by **calls to action** in a banner.

The reader can, for example, **take a survey** to improve the user experience on your website, **leave a review** on your Google My Business page, download a **white paper**, listen to your podcast, or **subscribe** to your Tiktok, Instagram or LinkedIn account.

USING AN EMAIL SIGNATURE AS AN EVENT COMMUNICATION TOOL FOR YOUR ORGANISATION IS ALSO RELEVANT.

For example, use this marketing strategy to **insert your promotional offers**. Invite your prospects or customers to a professional event in which you are participating. You can also take advantage of the opportunity to provide **news about your business**. Finally, you can pass on a promotional code or advantageous conditions on your website, such as a free return on all orders.

signitic presents its vCard
The 100% digital virtual business card

Register for the webinar



PART. 3

Eye tracking & email signatures

Now you know the **benefits** of a personalised signature for your organisation's emails. Now you just need to know how to create it, both in terms of design and content.

What strategy should be put in place for an effective signature?

What data should be included in a banner to turn it into a powerful marketing tool? What elements should you add to promote your business?

Let's compare the data and results of eye tracking studies according to the form and type of email sent.

Sending an email with a classic signature, and no banner



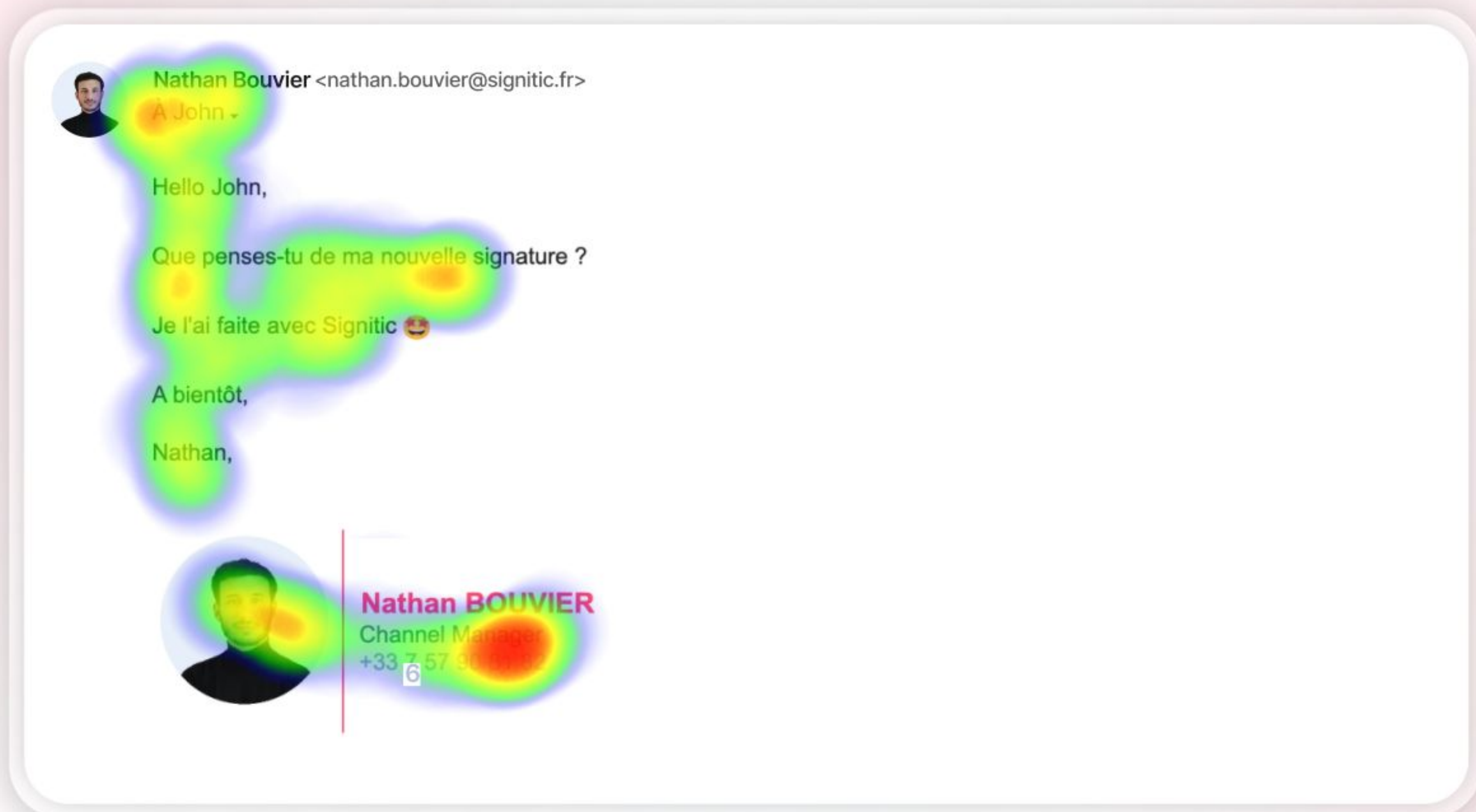
The first example is an email with a classic signature.

This simply mentions the sender's **first and last name**, as well as their **job title**. Eye-tracking tools clearly show that the recipient focuses on the sender, at the top of the email, and on the body of the text. The signature, on the other hand, is **virtually ignored**.

Taking care of the design of your email signature starts with a **coherent graphic charter**. This represents your **brand image**: it must be easily **recognisable** and **memorable** for a prospect.

It must also respect the colour palette used for your logo, your website and your communication media. Finally, the signature must be **adopted by everyone** in your organisation to create harmony.

Send an email with a personalised signature and a photo of the sender



The second example involves a sender who uses bold, colour and a photo to emphasise the signature of his email.

Eye tracking tools show that the recipient notices the signature more than in the previous email. The eye-tracking test indicates a longer gaze fixation **time in this specific area**. We have also noticed that the recipient's gaze is drawn to the **font and colours**. So always use a **different colour** to the body of the text. Use bold type too.

The photo is a central element in an email signature as it will enable you to **humanise your signature**.

Send an email with a personalised signature, and a **call to action** in the signature

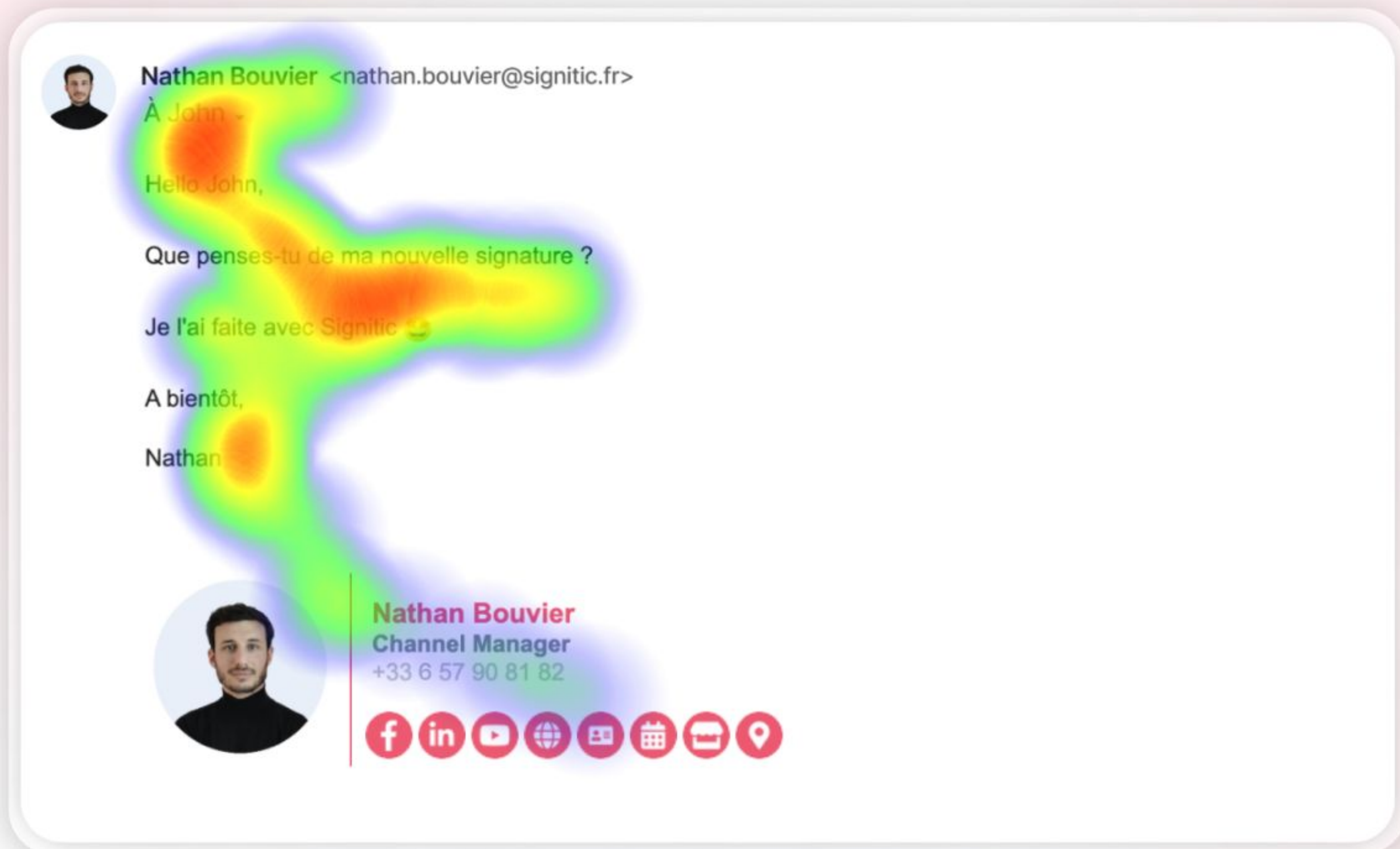


The third example is an email with a signature enhanced by a font and colours.

It also includes a **call to action** in its signature.

Here, eye tracking tools show that the reader's attention is clearly focused on the email signature and mainly on the **call to action**. The call to action in an email signature is a crucial element and, as we can see, it has its place in an email signature.

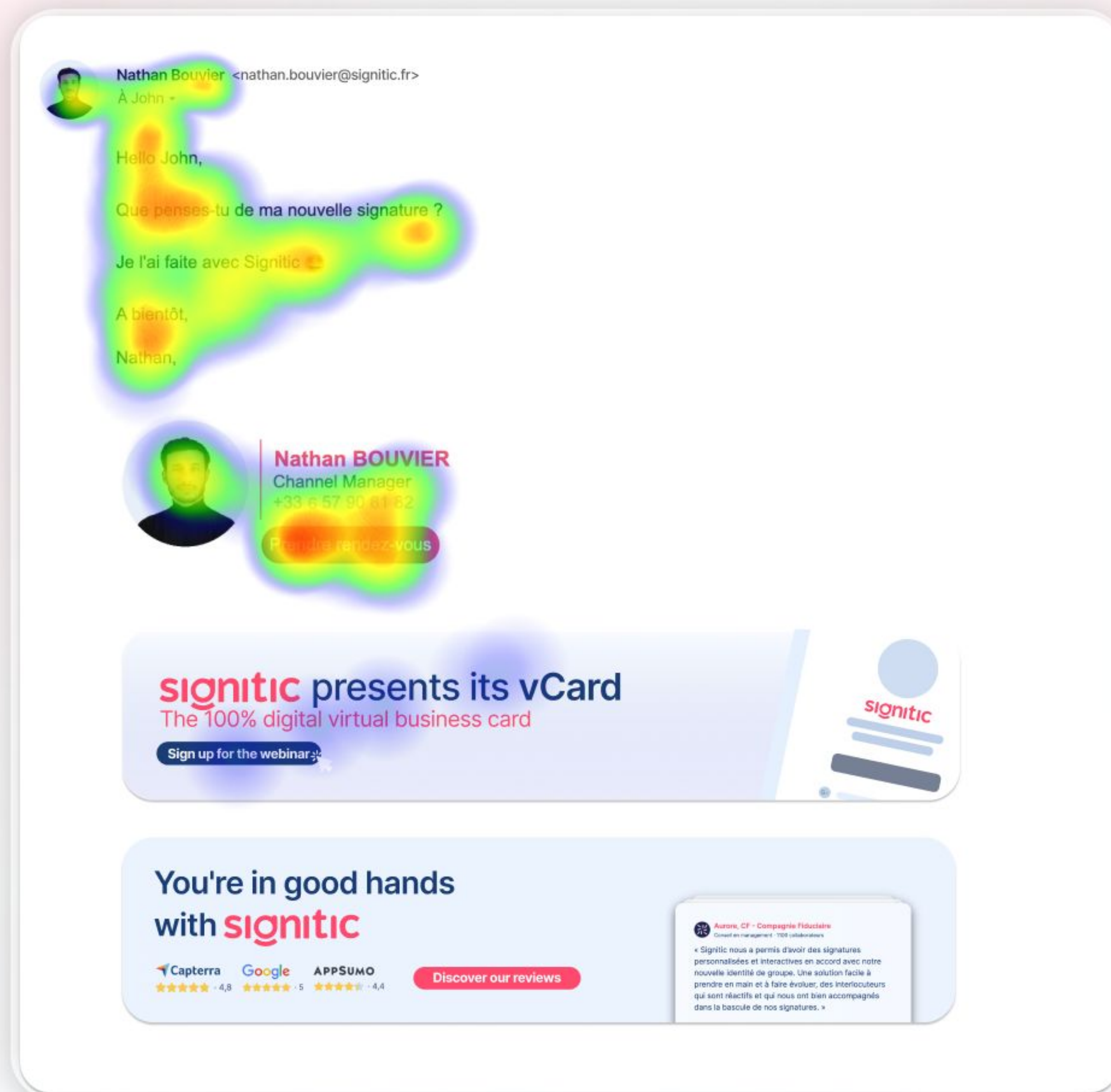
Send an email with a personalised signature, and a **call to action** via **icons**



The fourth example involves a sender who uses icons in his signature.

Eye-tracking tools show us that the recipient is not really **attracted by the signature**. This can be explained by the massive use of icons. We therefore recommend that icons are used sparingly to maximise their impact.

Send an email with a personalised signature, and a **call to action** in **2 banners**



In this example, the email includes a signature with a call to action and two email banners.

Here we can see that the reader is carried along solely by the text and the recipient's signature. The two email banners have almost no impact: **these two elements lose the reader**. As with the previous signature, too much information doesn't add anything conclusive. It is therefore preferable to communicate using a **single banner**.

Send an email with a personalised signature and a call to action in 1 banner



The final example is an email that includes a signature and a banner with call-to-actions.

Here, eye tracking tools show that the reader's **attention is focused on both the email signature and the banner**. The call-to-actions in these areas are also considered by the reader.

Without a doubt, all these elements together change the recipient's entire perception. It is therefore on these precise areas that your organisation should focus to **reinforce the marketing power of email**.

To sum up...

What should an email **signature** contain?

Your email signature should include **key information** about the sender and the organisation to which they belong. It should be **recognisable** and **consistent** with your **brand identity**.

This includes the **first and last name** of the person sending the email: very tricky!

Specify your working post.

It's also a good idea to include the **logo**, which can contain a link to the website or a landing page presenting the **products and services**.

All your **organisation's contact details** should also be included in the signature.

For example, it is important to include a **telephone number, e-mail address** or physical address.

The photo of the sender is also an element to be taken into account. It humanises the message and creates a close bond with the reader.

A signature isn't just contact details. It's much more than that.

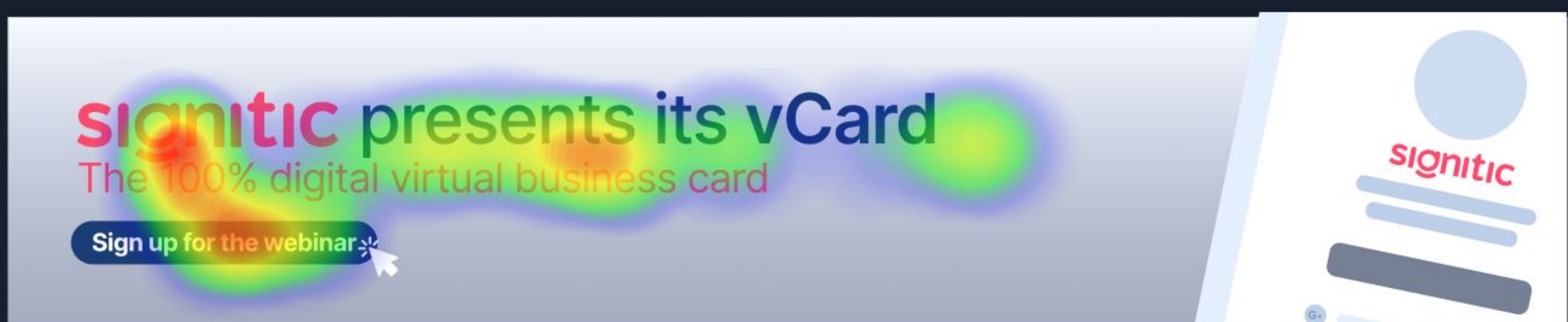
To sum up...

What should an email **banner** contain?

Eye tracking tools show that people's gaze is fixed on the **banner** for a long time.

This is a location that can be used to gather **strategic information**.

- Use it to insert a clear and attractive **call to action**.
- Talk about your **website**.
- Communicate your current **offers** to attract your prospects.
- Use education or information to guide them through the **conversion tunnel**.





Signitic is a French company offering a SaaS tool for centralising email signatures.

Now is the time to opt for **consistency when signing emails** for everyone in your organisation.

Personalisation, respect for your graphic charter and communication banners are becoming **essential tools** in your marketing strategy. **Creating and planning** a campaign has never been easier. Our service allows you to target your recipients, segment your organisation, experiment with A/B testing and much more!

Automate and centralise signatures within your organisation

Forget about communicating HTML code to all your teams! With Signitic, your marketing department can manage your organisation's signatures, thanks to an **intuitive, user-friendly platform**. You can automate segmentation, connect directories and deploy them automatically and securely. With a **turnkey solution**, marketing no longer needs technical support to manage your company's email signatures.

[Schedule a demo](#)

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