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DATABIAS

Email branding for everyday email

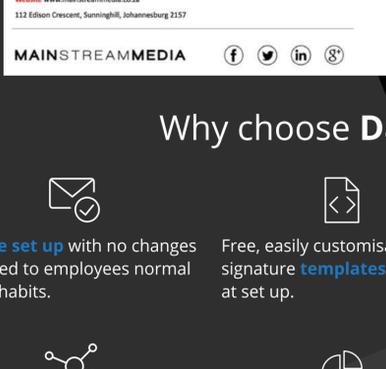
You Look Professional. So Should Your Email.

Contact us for a quote today

info@databias.co.za

Email branding for everyday email from any device

A well-managed email branding strategy offers the advantages of trust, timing and personalisation for marketers looking to transform their communication.



Promote your products and services **effortlessly** with every email you send, from whichever device you send it from.

Databias' email branding is **compatible** with Office 365, on-premise Exchange, G-suite and POP / IMAP email.

Why choose Databias?



Simple set up with no changes required to employees normal email habits.



Free, easily customisable signature **templates** provided at set up.



Premium **support** and design services on request.



Centralised control of all mailboxes via a secure interface.



Track clicks on banners and signature links.



Platform agnostic branding works with 99.9% of recipient devices.



Works no matter which device you send an email from.



Image maps allow for multiple links on a single banner image.



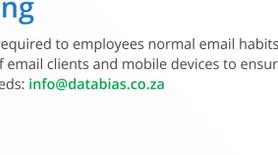
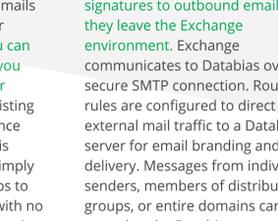
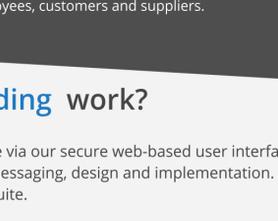
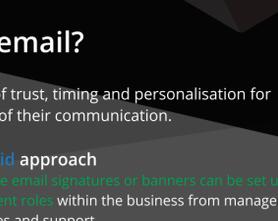
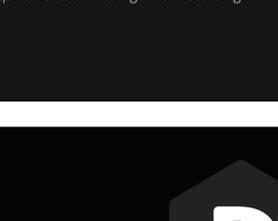
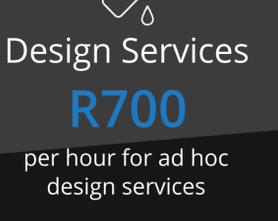
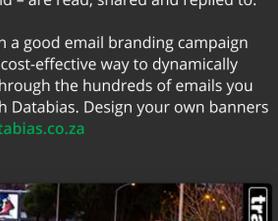
Supports **all major service providers** as well as POP / IMAP email.

Signatures Choose from customisable templates or design your own.

Design Guidelines

Signatures should be a maximum of 7 lines containing your key contact details, social media icons and advertising message. Your key contact details should always be in the color of the email body text for consistency. Links can be in different colors. Maintain a fixed font type and size throughout the design. You can experiment with the font but it's better to stick to the websafe fonts, so as to ensure legibility across devices and email clients.

Find more on [signature design guidelines here](#), or get in touch to view our customizable templates.



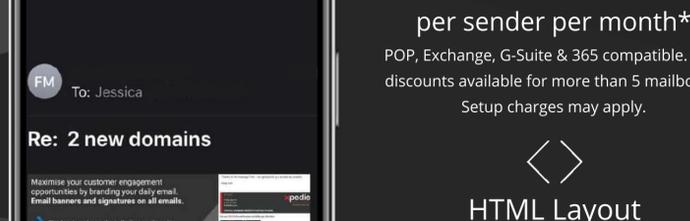
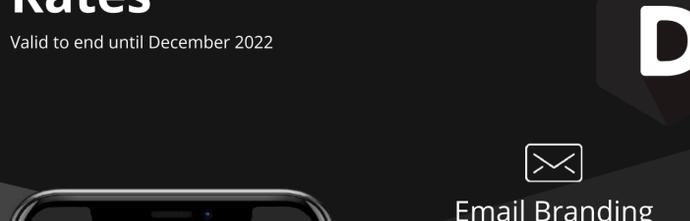
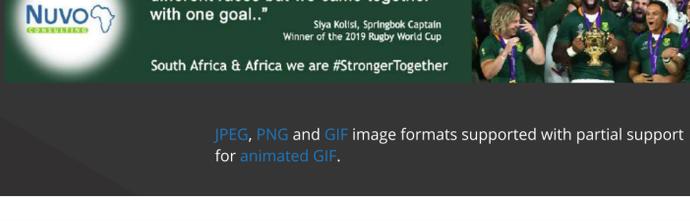
HTML Template Basics

Keep it simple. Some mail clients remove images from signatures, no matter what you do, so, plan for this. The fewer images the better. All set dimensions must be exact. Your coding must be tight, plain HTML4 and your design simple - think web pages circa 2001 as this is where mail clients like Microsoft Outlook draw the line. Find some **basic rules** to follow here.

Banners Promote current projects and initiatives with interchangeable banners

Corporate email has been the primary means of communication with customers, leads, suppliers and business partners for almost two decades now. These emails are highly relevant, sent to a defined and known business specific audience and - are read, shared and replied to.

Now consider the brand visibility you could ensure through a good email branding campaign with well designed signatures and banners. Banners are a cost-effective way to dynamically communicate in a professional and yet personal manner through the hundreds of emails you and your collective colleagues send each day. It is easy with Databias. Design your own banners or allow us to design them for you. Get in touch: info@databias.co.za



JPEG, PNG and GIF image formats supported with partial support for animated GIF.

Rates Valid to end until December 2022



Email Branding

R23

per sender per month* POP, Exchange, G-Suite & 365 compatible. Bulk discounts available for more than 5 mailboxes. Setup charges may apply.

HTML Layout

R600

per hour for signature compilation and testing Excludes design services.



Design Services

R700

per hour for ad hoc design services

Contact support@databias.co.za for more information

* User set up will be quoted for depending on configuration requirements and charged for according to actual time spent.

All prices exclude VAT. Terms and Conditions Apply.

Frequently asked Questions

Why brand your email?

A well-managed email branding strategy offers the advantages of trust, timing and personalisation for marketers looking to transform the effectiveness and relevance of their communication.

Central control

Databias' central control mechanism takes the onus away from the individual and enables the marketing team to manage the branding process. A central approach to signature creation and banner deployment ensures any dynamic email branding automatically reflects current corporate messaging - from promotions to the latest social media activity.

Hybrid approach

Unique email signatures or banners can be set up for different roles within the business from management to sales and support. With the right approach, organisations can create a new, highly effective communications channel to drive greater engagement and interaction with employees, customers and suppliers.

How does email branding work?

Branding your email with Databias is secure and easy to manage via our secure web-based user interface. Databias' account managers are always on hand to assist with messaging, design and implementation. Branding works seamlessly across Office 365, Exchange and G-suite.

Microsoft Office 365

Databias' access-controlled web-based user interface uses internet rules connectors and transport rules within your Office 365 environment. This enables all your outgoing mail to route through the Databias cloud for consistent company email branding. The branded email is then securely resubmitted by Databias back to Office 365 via a closed SMTP loop. This means that even though your email is being branded through Databias, it doesn't leave the secure Azure cloud environment before final delivery.

G Suite by Google

Databias sets Internet mail connectors within your G Suite environment to enable your emails to route through our cloud for branding before delivery. You can route your entire domain, or you can route select individuals or groups. You can specify an existing group or create a new one. Once done, it is easy to adjust who is routed to Databias. You can simply add more individuals or groups to the Branding Senders group with no need for further edits to the routing rules themselves.

On-premise Exchange

Databias for Exchange works by applying your interactive email signatures to outbound emails after they leave the Exchange environment. Exchange communicates to Databias over a secure SMTP connection. Routing rules are configured to direct external mail traffic to a Databias server for email branding and delivery. Messages from individual senders, members of distribution groups, or entire domains can be routed to the Databias server for processing and delivery.

Set-up and Testing

We do it all for you! Set-up is simple and transparent with no changes required to employees normal email habits. Databias emails are tested to render correctly on the broadest range of email clients and mobile devices to ensure optimal display. Get in touch with one of our agents to discuss your needs: info@databias.co.za