

How Different Email Signature Templates Affect Inbox Deliverability

In this research, we determined the impact of different email signatures in and how they affect deliverability for OpenSRS, G Suite, and MS 365.



About Warmy and the Research Team

Warmy is the leading email deliverability technology, helping businesses improve their inbox placement, sender reputation, and overall email performance. Powered by AI-driven strategies.

The Warmy Research Team is a dedicated group of email deliverability-certified experts focused on analyzing and optimizing email-sending practices.

Through continuous testing, data-driven insights, and innovative methodologies, they uncover factors that impact deliverability and translate findings into actionable improvements for Warmy's platform. Their expertise helps businesses navigate the complexities of email deliverability with confidence.



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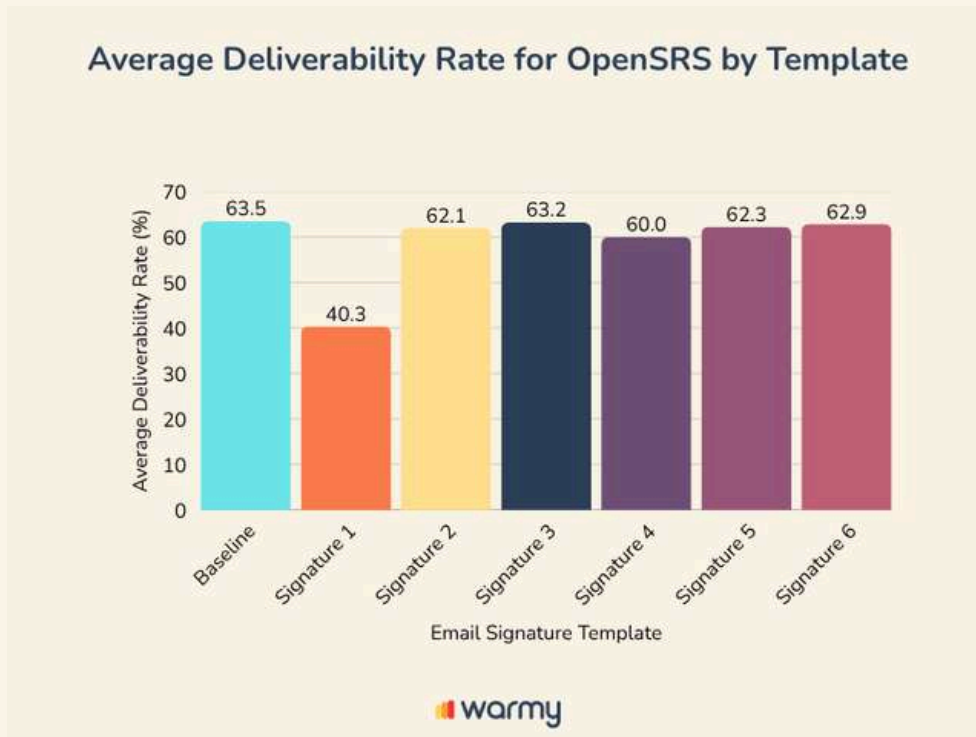
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Key Elements of Email Signatures

- **Contact Email** – visible email address included in the signature.
- **Contact Phone Number** – phone number added (e.g. mobile or office line).
- **Link to Website** – clickable link to the sender's or company's website.
- **Link to Social Media** – references to LinkedIn, Facebook, or other platforms.
- **Company Name** – stated name of the company or organization.
- **Physical Address** – full or partial company mailing address shown in signature.

Average Deliverability Rate for OpenSRS by Template



Based on the analysis of email deliverability rates for the OpenSRS provider, using different templates, the results show that the **baseline** template (which has no signature) performs the best, with an average deliverability rate of **63.46%**.

Here's how each signature template compares to the baseline:

- Using **3rd** signature will decrease your deliverability by **0.26%**
- Using **6th** signature will decrease your deliverability by **0.60%**
- Using **5th** signature will decrease your deliverability by **1.20%**
- Using **2nd** signature will decrease your deliverability by **1.40%**
- Using **4th** signature will decrease your deliverability by **3.46%**
- Using **1st** signature will decrease your deliverability by **23.13%**

All signature templates showed a negative impact on deliverability compared to the baseline, with Signature 1 performing significantly worse than the rest at **only 40.4%**.

Average Deliverability Rate for G Suite by Template



Based on the average deliverability rates shown in the chart, the baseline template (no signature) has a deliverability rate of **62.80%**. Here's how each signature template compares:

- Using **5th** signature will increase your deliverability by **1.20%**
- Using **6th** signature will increase your deliverability by **0.86%**
- Using **2nd** signature will decrease your deliverability by **1.94%**
- Using **3rd** signature will decrease your deliverability by **2.80%**
- Using **4th** signature will decrease your deliverability by **3.34%**
- Using **1st** signature will decrease your deliverability by **20.74%**

For G Suite, the **5th** and **6th** signatures perform slightly better than the baseline, while Signature 1 significantly reduces deliverability rate.

Average Deliverability Rate for MS365 by Template

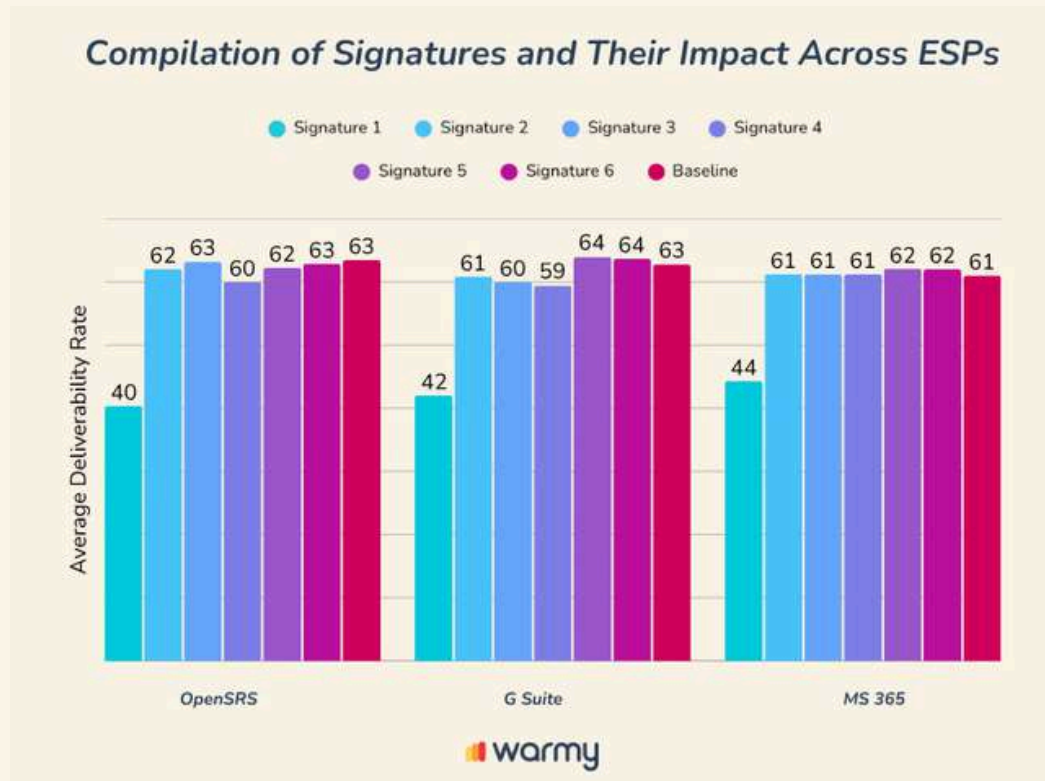


Here's a comparison of each signature template against the baseline which has an average deliverability of **61%** for Ms365 as the sender:

- Using **5th** signature will increase your deliverability by **1.13%**
- Using **6th** signature will increase your deliverability by **1.00%**
- Using **2nd** signature will increase your deliverability by **0.26%**
- Using **4th** signature will increase your deliverability by **0.26%**
- Using **3rd** signature will increase your deliverability by **0.20%**
- Using **1st** signature will decrease your deliverability by **16.70%**

For MS365, all signature templates (except the 1st) slightly improve deliverability compared to baseline. The **5th** and **6th** signatures show the highest improvements, while the **1st** signature again shows a substantial negative impact.

Compilation of Signatures and Their Impact Across ESPs



- **Baseline** - is a regular plain text template without any signature
- **1st signature** - position, company name, link to site, links to social media, contact number, contact email, physical address
- **2nd signature** - in this signature we added the sender's company name and links to social networks (LinkedIn, Instagram, etc.)
- **3rd signature** - sender's position, contact number and email, and only one link to social networks
- **4th signature** - position, company name and link to the website
- **5th signature** - contact phone number only
- **6th signature** - only contact email address

ALL TEMPLATES WERE IN **PLAIN TEXT** FORMAT AND EACH CONTAINED THE NAME OF THE **RECIPIENT** AND **SENDER**

Compilation of Email Signatures' Impact Across ESPs in Table

Sender Provider	Receiver Provider	Template	No. of Tests	Average Deliverability
G Suite	Gmail, G Suite, MS365, Yahoo	5	300	64%
G Suite	Gmail, G Suite, MS365, Yahoo	6	300	63.66%
G Suite	Gmail, G Suite, MS365, Yahoo	Baseline	300	62.80%
G Suite	Gmail, G Suite, MS365, Yahoo	2	300	60.86%
G Suite	Gmail, G Suite, MS365, Yahoo	3	300	60%
G Suite	Gmail, G Suite, MS365, Yahoo	4	300	59.46%
G Suite	Gmail, G Suite, MS365, Yahoo	1	300	42.06%
MS 365	Gmail, G Suite, MS365, Yahoo	5	300	62.13%
MS 365	Gmail, G Suite, MS365, Yahoo	6	300	62%
MS 365	Gmail, G Suite, MS365, Yahoo	2	300	61.26%
MS 365	Gmail, G Suite, MS365, Yahoo	4	300	61.26%
MS 365	Gmail, G Suite, MS365, Yahoo	3	300	61.20%
MS 365	Gmail, G Suite, MS365, Yahoo	Baseline	300	61%
MS 365	Gmail, G Suite, MS365, Yahoo	1	300	44.30%

Compilation of Email Signatures' Impact Across ESPs in Table

Sender Provider	Receiver Provider	Template	No. of Tests	Average Deliverability
OpenSRS	Gmail, G Suite, MS365, Yahoo	Baseline	150	63.46%
OpenSRS	Gmail, G Suite, MS365, Yahoo	3	150	63.20%
OpenSRS	Gmail, G Suite, MS365, Yahoo	6	150	62.86%
OpenSRS	Gmail, G Suite, MS365, Yahoo	5	150	62.26%
OpenSRS	Gmail, G Suite, MS365, Yahoo	2	150	62.06%
OpenSRS	Gmail, G Suite, MS365, Yahoo	4	150	60%
OpenSRS	Gmail, G Suite, MS365, Yahoo	1	150	40.33%

How do the signatures look?

1ST SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }} ,

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Contact number : {{PHONE_NUM}}

Contact mail : example@example.com

Best,

{{ My_Name }}

Manager

{{COMPANY_NAME}}

http://www.Your_Web_Site_Link

Our social media :

YouTube - <https://www.youtube.com>

Linked in - <https://www.linkedin.com>

Instagram - <https://www.instagram.com>

1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

2ND SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }} ,

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Best,

{{ My_Name }} Colante

Content maker

{{COMPANY_NAME}}

Our social media :

YouTube - <https://www.youtube.com>

Linked in - <https://www.linkedin.com>

Instagram - <https://www.instagram.com>

3RD SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }} ,

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Best,

{{ My_Name }} Martinez

CEO

contact mail : example@example.com

contact number : {{PHONE_NUM}}

Linkedin - <https://www.linkedin.com>

4TH SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }} ,

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Best,

{{ My_Name }} Martinez

Manager

{{COMPANY_NAME}}

http://www.Your_Web_Site_Link

5TH SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }},

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Best,

{{My_Name}}

Contact number : {{PHOME_NUM}}

6TH SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }},

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Best,

{{My_Name}}

Contact mail : example@example.com

BASELINE SIGNATURE

Subject: A quick thought for your team

Hi {{ Recipient_Name }},

I hope you're having a productive week!

Just wanted to share a brief idea we've been exploring lately around improving time-to-response in outbound sales. Thought it might be relevant for your setup too.

Let me know if you'd like me to send over a few details.

Best,

{{My_Name}}

Conclusion

Throughout our research, we compared various signature templates, ranging from minimal (just an email address) to more complex templates that include company names, phone numbers, and social media links. Each signature was tested across Open SRS, G Suite, and MS365—giving us valuable insights into what works and what doesn't.

While the baseline template (no signature) emerged as the surprise victor in most cases, signatures that were minimal in detail performed consistently better across the board. However, as we added different elements to the signature, performance began to vary.

Summary of Best and Worst Performing Email Signature Templates

ESP	Best Performing	Worst Performing
Open SRS	Baseline Template (63.46%)	Signature 1 (40.33%) - 23.13% decrease
G Suite	Signature 5 (64%)	Signature 1 (42.1%) - 20.74% decrease
MS 365	Signature 5 (62.1%)	Signature 1 (44.3%) - 16.70% decrease

Conclusion

OpenSRS

- Baseline template: With a deliverability rate of 63.46%, it outperformed every custom signature configuration.
- Signature 1 (most complex): A 23.13% decrease in deliverability

G Suite

- Signature 5 performed best at 64%.
- Signature 1 had a 20.74% drop, clearly showing that too much detail is detrimental.

MS365

- Signature 5 had the highest deliverability at 62.1%.
- Signature 1 had a massive 16.70% decrease, making it the worst performer.

Based on our findings, here's the winning strategy for creating the perfect signature:

- Stick to the basics: Keep your signature simple—just the essentials like your contact email and phone number. This will help avoid triggering spam filters.
- Branding is okay, but keep it light: If you want to add branding, include your company name and website link. But avoid excessive details, especially social media links and physical addresses.
- Test your signatures: Every email provider has its own quirks. What works for Gmail might not work for MS365. Don't be afraid to experiment with your signature and test which works best for your audience.



Auto All-In-One Tool For Email Deliverability To Make Your Email Channel Reliable

We are passionate about solving email deliverability challenges and making email a reliable channel for every business

325+

Years Of Combined Email Deliverability Expertise

9 countries

Home To Our Talented Team

95+

Countries Have Daily Active Users In Warmy



Tel Aviv, Israel



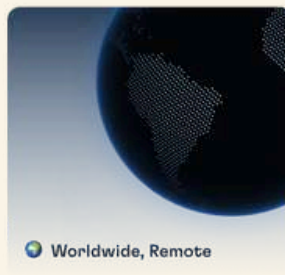
Vinnytsia, Ukraine



Warsaw, Poland



San Francisco, USA



Worldwide, Remote



Vilnius, Lithuania

