

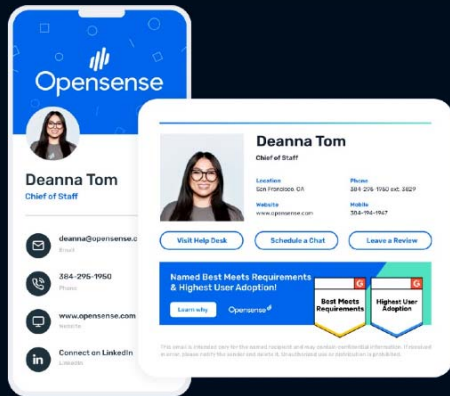


When Compliance Becomes a Brand Advantage

Governing the Email You Don't Control

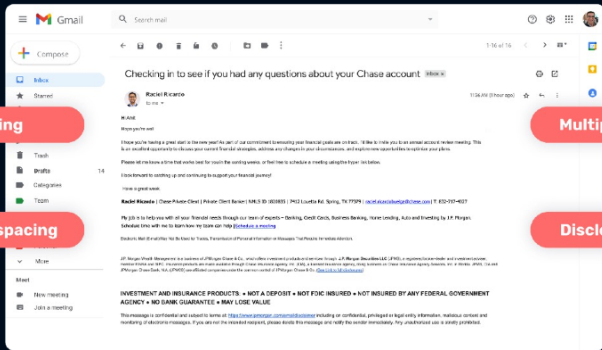
Bobby Narang

Co-Founder & Chief Customer Officer, Opensense



Does this inspire trust?

A real email. From a real banker. At one of the largest financial institutions in the country.



No consistent branding

Multiple signatures in one email

Random formatting and spacing

Disclosures that look like spam



This is what your customers see. Forty times a day.

Trust as a Brand Pursuit

// Nothing is more important today for business than trust.

Marc Benioff, CEO of Salesforce

// It takes 20 years to build a reputation and five minutes to ruin it.

Warren Buffett

**Financial services, compliance is an ingredient to your brand.
And right now, most institutions are dusting it under the rug.**

Your Brand Has a Blind Spot

Your highest frequency brand interaction is the one nobody manages

CONTROLLED

- ✓ Marketing campaigns
- ✓ Website & landing pages
- ✓ Brand guidelines & assets
- ✓ Social media content
- ✓ Customer communications

UNCONTROLLED

- ✗ Employee email signatures
- ✗ Legal disclaimers
- ✗ CAN-SPAM opt-outs
- ✗ Mobile email formatting
- ✗ NMLS numbers & certifications

The Numbers

40+

emails per employee per day

2,200

employees at this institution

22M+

uncontrolled brand impressions per year



Account Executive



Head of HR



VP of Sales



Director of Marketing

88k

daily brand impressions nobody controls

 ***This isn't edge-case communication. This is your brand, every day – and you have zero control over what it looks like.***

The Regulatory Reality

\$2B+

in SEC fines since 2021 for communication monitoring failures across 100+ financial firms



CAN-SPAM Opt-Outs

Required on every promotional email including mobile



FINRA exposure

Up to \$1M per violation for missing disclosures in employee communications



Wealth Mgmt Disclosures

Broker-dealer compliance requires specific disclaimers



NMLS & Licensing

Wrong numbers and missing certifications in employee inboxes



Zero Audit Trail

Can you audit the 88K emails your employees sent today?

This Is What Your Customers Are Seeing

You don't need to see someone else's examples. You can picture your own.

Brand Inconsistency ✕

5 logo treatments, 3 font styles,
0 consistency across divisions.

No CAN-SPAM Opt-Outs ✕

Promotional emails from desktop and
mobile with zero unsubscribe.



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✕ Expired Awards & Logos

Still in signatures months after licenses
expire. Leadership doesn't know.

✕ Missing Legal Disclosures

Wealth management and mortgage
emails without required disclaimers.

One Institution's Wake-Up Call



2,200 employees



5 divisions



\$1B+ in assets

The Trigger

Regulatory requirements around CAN-SPAM opt-outs and standardized disclosures created an urgent need for change.

Millions of daily customer interactions. Each one a brand impression they couldn't control. And no systematic way to fix it.

The Cross-Functional Playbook

They didn't train 2,200 employees. They didn't send new guidelines. They changed the system.

Marketing

Owens the experience

**Signature design &
branding**

**Banner campaigns &
analytics**

**Content updates across
divisions**

IT

Deploys & secures

Automated directory sync

**Outlook add-in (15 min
deploy)**

SOC 2 Type II, US-based

Compliance

Defines the rules

**Required disclaimers &
disclosures**

Field locking (NMLS, certs)

**CAN-SPAM opt-out
placement**

Start with your highest-risk division. Prove it works. Then expand.

What a Trusted Email Experience Looks Like

This is what your brand looks like when the system handles it – not 2,200 people.

Every Device, Every Employee ✓

Consistent, compliant signatures on desktop, mobile, web – no user action required

Locked + Flexible Fields ✓

Regulatory info locked. Certs, phone, headshots editable by employees



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✓ One Template, All Divisions

Conditional logic serves retail, commercial, mortgage, wealth from one source

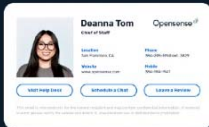
✓ Set It and Forget It

Automated directory sync. Marketing updates go live instantly across everyone

What This Institution Runs Today

Opensense

Every interaction. Consistent. Credible. On Brand.



Email Signature

Compliant disclosures, opt-outs,
locked branding – every device



Signature Banner

Targeted campaigns by division,
trackable impressions & clicks



Digital Business Card

QR-enabled, compliance-ready
for advisors & lenders

Brand Governance

Locked fields for NMLS, disclosures. Flexible
for certs and headshots.

Analytics & Reporting

Impressions, clicks, CTR across every
campaign and signature.

What Happens When Every Email Reinforces Your Brand

Customers don't remember one campaign. They remember consistency. Trust is built through repetition – and email is your highest-frequency channel.

- ✓ **Consistent Brand Presence** Every email, every device, every division – one professional experience
- ✓ **Measurable Impressions** 22M+ annual brand interactions they can now actually see and track
- ✓ **Professional Customer Experience** Compliant disclosures, correct certifications, on-brand formatting – automatically
- ✓ **Zero Reliance on Employee Behavior** The system handles it. Nobody has to remember, update, or fix anything.

No new budget. No new behavior.
They just turned something that was undermining their brand into something that strengthens it.

What Changed

BEFORE

- ✗ 22M+ ungoverned employee emails annually
- ✗ Inconsistent disclosures and missing opt-outs
- ✗ No audit trail across divisions
- ✗ Brand inconsistency across every team
- ✗ Zero visibility into what's going out

AFTER

- ✓ 100% of emails include required disclosures + opt-outs
- ✓ Centralized control across 2,200 employees, 5 divisions
- ✓ Full auditability of employee communications
- ✓ One consistent brand across every inbox
- ✓ A governed, always-on marketing channel

Their pursuit of compliance didn't slow the brand down. It's what made the brand stronger.

Where to Start

Three questions to take back to your institution.

01 Who owns employee email at your institution right now?

If the answer is "nobody" – that's your starting point.

02 What would a regulator see if they audited your outbound email today?

If you can't answer this with confidence – that's your risk.

03 Which division has the most compliance exposure?

That's where you pilot. Start there. Prove it. Then expand.

This isn't a marketing initiative. It's a brand infrastructure decision.
If you can answer all three, you're ahead of most institutions in this room.

88,000 daily touchpoints. Each one either builds trust... or erodes it. That's the only question.

Bobby Narang

Co-Founder & Chief Customer Officer, Opensense

See It Live

Booth P183 — live demo for your institution

Questions?

Let's open it up.