



NEWS RELEASE

## Ready? Set? DocuSign and Go!

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SAN FRANCISCO, March 28, 2016 /PRNewswire/ -- Marking an evolution in both the industry within which it operates and its own corporate identity, DocuSign, Inc. (DocuSign®), today kicked off its first-ever multi-channel brand campaign: **DocuSign and Go**, you can find the full digital ad here:

The campaign highlights the ways that securing approvals, making decisions, automating workflows and signing documents digitally – anytime, anywhere, on any device securely – keeps life and business moving forward. And it was inspired by customers who benefit from DocuSign's ability to complete their most important transactions across virtually limitless scenarios quickly and easily – from buying a new house, signing a job offer, closing a huge deal at the end of the quarter, to highly sophisticated transactions like verifying compliance in new drug trials to accelerate speed of new treatments to market.

"It was an eye-opener when I joined the company last year," said Cynthia Ashworth, DocuSign's brand and messaging VP who oversaw the strategy development, creation and execution of the campaign.

"I've never had anyone come up to me in a coffee shop, tell me they love my company's product, and give me a hug ... until I came to DocuSign. We are the company that helps people do things faster and easier, so they can focus on other important things in their lives. That creates a ton of brand affinity that, frankly, had been under-leveraged in our marketing."

As part of this exploration, DocuSign conducted focus groups in the US and UK with a broad cross-section of customers. The company also spoke to people with no experience with eSignature, testing their levels of curiosity once they understood the potential benefits.

"The most consistent response was the emotional satisfaction of completing something ... the idea of 'getting to yes

faster' was something that was unique and powerfully associated with the DocuSign brand already," noted Ashworth. "This, along with some of the other insights, directly led us to the theme of 'DocuSign and Go'."

DocuSign has become a verb by its viral nature, particularly in the real estate, financial services, insurance and high tech communities. But given that research firms predict the category will top \$30B in revenue by 2020 – and that DocuSign has grown its customer base by 125% in the last year alone – it was clearly time to evolve the brand, the message and its delivery accordingly.

The campaign debuts with ads in the Wall Street Journal, Fortune and Forbes. In addition, given the breadth of formats and target-ability that the digital landscape offers, DocuSign is making a significant investment in digital video, digital radio, display and social. In addition to business, news and tech properties, the ads will run on the likes of YouTube, Hulu, Pandora, LinkedIn and Facebook.

"We're looking to connect with business decision makers in a way that reflects how users feel about the brand – positive and upbeat. The campaign is all about how technology can help you get out of your own way, so you can keep your life and business moving forward. We can't wait to see what DocuSign and Go stories we hear from people who see our campaign," added Ashworth.

Visit <http://docusign.com/blog> for more, follow @DocuSign on Twitter and Instagram, like the Facebook page (<https://www.facebook.com/DocuSign>), and check out DocuSign's YouTube channel (<https://www.youtube.com/docusign>). And then in April, look out for a user-generated content competition that DocuSign is planning to run, more details for which will be found at [www.docusign.com](http://www.docusign.com).

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## About DocuSign, Inc.

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward. For more information, visit [www.docusign.com](http://www.docusign.com), call +1-877-720-2040, or follow us on Twitter, LinkedIn and Facebook.

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