



**FOR IMMEDIATE RELEASE**

## Nimble Drives Social Selling and Customer Engagement with Update to its Social Relationship Manager

*Adds Social Context to your Contacts including Gmail Widget, foursquare Integration*

**Santa Monica, CA (Oct. 2, 2012)** – Nimble, the world’s leading social relationship manager, is giving social businesses a competitive edge with its latest version of Nimble, by integrating social selling discovery, engagement and collaboration. Nimble was designed entirely with customer engagement in mind and is the first social selling platform that empowers companies to nurture their customers through social listening and engagement, helping them turn their social communities into customers for life.

Nimble enables social contact management by combining contacts with email and other popular social communication platforms - Facebook, Twitter, LinkedIn, Google+, HubSpot, MailChimp and foursquare. Nimble helps businesses drive more revenue by achieving more efficient, effective and authentic engagement with prospects, partners and current customers.

“The core concept of sales hasn’t changed since the beginning of time - it’s just electronic and social now,” said Jon Ferrara, CEO, Nimble. “The power of social is that your customers are telling you about themselves and their needs. Now instead of sales people spending most of their time on non-selling activities like researching customers and data entry, they can spend more time engaging customers. We empower businesses to talk to their hottest prospects, at the best time on the most effective communications channel for each customer.

“On a daily basis, customers tell us they’re buried by contacts, email communications and social conversations. They have great intentions to follow up on business contacts and nurture their social Rolodex, but don’t have the time or proper tools to do it. With improved social selling discovery, Nimble turns contacts from a one-dimensional emails into rich, three-dimensional living and breathing persons.”

### **What Other People Are Saying**

“CRM products need to focus on enabling customer engagement for the line-level business people, who are desperate to connect with their prospects on a more personal level,” said Michael Fauscette, Group Vice President, Software Business Solutions, IDC. “Most legacy CRM platforms are designed for management and do a good job of handling transactions and analytical reporting. But today’s business people are in critical need of tools to engage with customers, improve productivity, and to facilitate collaboration within the entire business. Emerging social selling products like Nimble are becoming essential tools to enable social discovery and engagement, and in doing so are bridging the customer connection gap between the marketing and SFA/CRM platforms.”

By taking a relationship-based approach instead of a contact-based approach, businesses everywhere are reaping the benefits of Nimble. "I love the user focus in Nimble and how it's changed the way we do business," said Paul Hemlick, President, Statenewsline.com "We moved away from Salesforce.com for this very reason - it wasn't customer centric."

More customer successes can be found here: [www.nimble.com/customers](http://www.nimble.com/customers)

### **What's New in Nimble**

Nimble was designed entirely with customer engagement in mind and is the first social selling platform that empowers companies to nurture their customers through social listening and engagement, helping them turn their social communities into customers for life. Nimble is giving social businesses a competitive edge by integrating social discovery, engagement and collaboration.

#### **Social Contact Discovery:**

Nimble brings greater insight to every contact. A contact is no longer a flat, static, business-card-like record of contact details, but instead has become a dynamic dashboard of social insight about the contact. Nimble has integrated with foursquare and shows shared connections from Facebook. When it's confident in a match, Nimble automatically associates Facebook, LinkedIn and Twitter profiles to a contact. Nimble already showed an integrated message history with a contact - whether the exchange happened in email, Twitter, Facebook, or LinkedIn. Now contacts come to life even more with live social streams from across a contact's networks and your top contacts are identified for authentic engagement on the right channels.

#### **Social Contact Engagement:**

It can be overwhelming to cut through the noise of online social interactions and find those worth engaging on a deeper level. Nimble looks at the social activity around you and picks out meaningful engagement opportunities with new and existing connections. These opportunities are delivered to your email inbox every morning with our Nimble Daily and include selected social notifications, birthdays, job changes, and upcoming tasks and meetings, as well as all people commenting, "liking," and "plus-ing" on social streams. Nimble also makes it easier to share with your social networks with a simpler UI and the ability to schedule future posts for optimum impact.

Nimble lays the groundwork for more powerful relationship nurturing by tracking recent communication with each of your contacts. Now last-contacted information is highlighted and sortable. Soon Nimble will automatically remind you when a contact is slipping away and will ensure you stay top-of-mind with your most important contacts. This allows for tracking you and your team's conversations and updates the log automatically for measurable ROI and relationship density.

Your Nimble contacts now follow you into your most-used app, Gmail, with new Rapportive integration. When you are reading an email from a Nimble contact, or hover your mouse over an email address in a thread, the contact details appear in the Rapportive widget. If the contact can't be found, you can easily import into Nimble with a single action. Plus it's easier to import large amounts of contacts, track your notes on each contact, and find your contacts with advanced search on custom fields. Now, you can see people who are in your database, while adding valuable contacts to Nimble for additional engagement opportunities.

#### **Social Contact Collaboration:**

Tasks are a powerful tool for team productivity because they can be easily linked to contacts and deals. Now with task notifications, teams are more effective with Nimble. Notifications find you in your inbox, and soon in the web application as well, and inform you when a team member assigns, reassigns, comments on, or completes a task and when it's overdue. Now, team members are more effective than ever with internal collaboration with everything on one page and no more missed opportunities with social streams.

## **Product Information, Pricing & Availability**

Additional information on Nimble can be found in the [“What’s New in Nimble”](#) as well as [screen shots](#) and [customer success stories](#) on our web site. Nimble is free for standalone personal users. Business and multi-users can sign up for Nimble at \$15 per user per month. Nimble is available online at [www.nimble.com](http://www.nimble.com) or via our network of solution partners worldwide.

## **About Nimble**

Nimble was founded in 2009 to help businesses transform their social conversations and communities into business opportunities. Nimble opens a whole new channel for companies to engage customers in a two-way dialogue, combining the power of traditional CRM, classic contact management and social media into its simple affordable web-based solution.

Nimble has recently surpassed 45,000 registered users with over 1,000 paying companies. “Our touch-less freemium SaaS model is clearly working, says Jon Ferrara, with a website visitor to Nimble trial conversion of over 8% and a Nimble business trial to paid conversion at over 16%. Nimble has seen phenomenal global growth in its VAR partner channel, having signed up more than 240 resellers worldwide, 50% of which are outside the United States.

In the past year, Nimble has won PC Magazine [“Editors' Choice”](#), DEMO’s [“DEMO God”](#) recognition, Gartner’s “Cool Vendor” for Social Software and Collaboration, Red Herring Top 100 Global [Finalist](#), “Company to Watch” on Paul Greenberg’s [“2011 CRM Watch List”](#) & [“2012 CRM Watch List”](#) published by ZDNet. In addition, Nimble was recently recognized in Entrepreneur’s annual [“100 Brilliant Companies”](#) and [“OnDemand Top 25 Private Companies To Watch List.”](#)

Located in Santa Monica, Nimble is in the heart of the Southern California tech community. For more information, please email [info@nimble.com](mailto:info@nimble.com), or visit [www.nimble.com](http://www.nimble.com) Nimble can also be found on [Facebook](#), [Twitter](#), [LinkedIn](#) and YouTube.

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