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FOR IMMEDIATE RELEASE**Award-winning Social Business Platform Nimble Launches in Europe**

Responds to overwhelming market demand for social CRM solution worldwide

Santa Monica, CA – Nov. 8, 2011 – [Nimble](#) announced today that its award-winning Social Business platform for small businesses has now officially launched into the European market with the partnering of key channel organizations to meet overwhelming demand. Nimble is the first SaaS platform designed to help small companies turn business connections and social communities into customers for life.

“More than half of our customers are overseas, and European partners have recognized the power of applying social to their business processes and are looking for a solution today,” said Jon Ferrara, CEO, Nimble. “Companies are trying to fix their social business dilemma with legacy CRM systems. That’s because most business people live in Outlook, Address Book or Google and they only go into the CRM systems to manage leads to update lead status and forecasts. Having to copy emails and activities into your CRM system does not work. An effective relationship platform needs to capture your social contacts and communications and activities for you and your team.”

With its unique combination of relationship management, social networking, and sales and marketing tools, Nimble helps businesses capture leads with its website lead capture forms, organize them with its advanced contact manager, and engage them with automated drip marketing campaigns. To further help build relationships with those leads, Nimble enables businesses to run marketing campaigns and engage in social conversations via LinkedIn, Twitter and Facebook. As conversations and campaigns turn to business opportunities, Nimble manages the sales pipeline by tracking the deal amounts, probabilities, and conversations that translate to business success.

Said Philip Pearson-Every Brown, Managing Director, PHI-Solutions: “We became a Nimble Partner because we could see there is a fundamental shift in the way that companies and customers interact. Companies are looking at other ways to engage with the users of their products and services via the medium of ‘social media’ and the power of this media is plain to see to anyone witnessing global events this year. Nimble has looked at traditional business and at social media and created a tool that allows ‘social business’ for the next generation of business owners and employees. Nimble has changed the game. This is going to be the natural way to do business and we are really excited to be part of the change.”

A recent report from [comScore](#) measured social networking visitation and engagement around the world, by region. Europe saw the highest engagement of worldwide visitors to social networking sites.

Nimble’s groundbreaking standalone and team solutions have driven unprecedented early success: since its launch earlier this year, the company gained over 20,000 registered users and is one of the fastest growing CRM platforms today. Nimble has signed up over 300 partners worldwide with our European market as our fastest growing market who see the vast potential in the social business marketplace.

According to Gartner, the global social CRM market is forecast to achieve USD \$1 billion in revenues by the end of 2012, up from approximately USD \$625 million in 2010. The same report shows that spending by buyers on social software for marketing, customer service and sales increased by 40% in 2010, but that social CRM received less than 5% of revenues from the total CRM app market. This indicates that there is now a clear path for a market leader to emerge in this billion-dollar market.

About Nimble

Since its initial launch, Nimble has quickly established itself among publications and customers alike as a leading Social Business platform. The platform was awarded PC Magazine "[Editors' Choice](#)" as well as the coveted "[DEMO God](#)" award from a field of hundreds of start-up contenders. It has also been recognized by leading analyst firm, Gartner, as a "Cool Vendor" for Social Software and Collaboration and placed on "[The CRM Watchlist 2011](#)" by Social CRM expert and best-selling author, Paul Greenberg.

Founded in 2009, Nimble leverages the power of traditional CRM, Sales Automation and social media to create a complete, web-based Social Business platform capable of helping small businesses transform their social communities into business opportunities. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Please join the conversation on Nimble's Facebook page at www.facebook.com/nimble, LinkedIn and on Twitter [@nimble](https://twitter.com/nimble).

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