

Nimble CRM Celebrates Explosive Growth as Business Gets Serious about Social Selling

Global social business demand drives record Nimble adoption making it the fastest-growing social CRM worldwide

Santa Monica, CA (June 19, 2012) – Since launching a year ago, Nimble has blown past its milestones including doubling month-over-month revenue since launching its paid platform, becoming the most popular social CRM (sCRM) in the world. With 40,000+ registered users and more than 250 VAR partners, Nimble is integrating social into the way businesses connect with customers in every stage of their customer facing engagement, including sales, marketing, customer support.

Nimble empowers social contact management by combining contacts with email and other popular social communication tools - Facebook, Twitter, LinkedIn, Google+, HubSpot, MailChimp - and coming soon, Foursquare.

Adoption of social business is driving worldwide Nimble demand:

- More than 1,400 customers purchased Nimble Business Edition since launching earlier this year
- Monthly revenue has doubled each month since launching the paid version
- Overseas growth is matching U.S. demand, representing more than 40% of Nimble's revenue
- Nimble users spend almost 3 hours per visit, managing 70 million contacts, 100 million messages and 30,000 sales opportunities.

Nimble founder and CEO, Jon Ferrara's extensive experience in creating GoldMine, one of the early pioneers of CRM, empowered him to detect the business opportunities in the social media tsunami long before anyone else took it seriously.

"Nimble turns standard, one dimensional sales leads into 3D, living, breathing, contact records where the customer tells you about themselves and how best to serve them across all their favored communication platforms," Ferrara said. "Nimble helps you see what your customers are thinking, saying and sharing, 24 hours a day. Nobody can tell you as much about your customers as your customers will tell you about themselves – if you're listening.

"Most sales people find their current CRM system lacking in real actionable social listening and engagement. The CRM platforms today are not focused on people and relationships, they're all about acquiring and managing accounts, tracking activities, forecasts and making pretty charts," explained Ferrara. "They've forgotten that the 'R' in CRM is all about relationships. Nimble delivers on the 'R' in a uniquely social way. We power social selling with social engagement and intelligence."

Tech industry analysts are increasingly paying attention to the way that Nimble has positioned itself to fill the social selling niche in the market between what existing CRM solutions do and what businesses need, in today's always-on, socially connected environment.

"Static CRM systems often provide a great tool for forecasting what's happening in your sales pipeline and tracking sales activities," said Constellation Research analyst and CEO Ray Wang. "But these tools often miss the crucial social engagement piece required for effective social selling."

[Customer Feedback](#)

In the last quarter, companies such as Applied Storytelling have adopted Nimble as a way to help them manage their relationships with global brands like Lexus, LG, Qualcomm and Caesars Entertainment.

“Traditional CRMs are very focused on the sales side, but we see social media as a platform to not only support deals and bring business in, but as a way to nurture that relationship.” says Matthew Kruchko, Managing Director and Principal of Applied Storytelling. “Nimble keeps us engaged and allows us to be more of a partner, to make sure that the story we’re telling is relevant to our customers. The more we know about the customer, the more we can bring value and connect with them.”

Startups like State Newslines have eagerly adopted Nimble to help convert prospects into customers. They also rely on the monitoring and insight tools of Nimble to help them connect with their Angel investors and other key stakeholders.

"I've used most every CRM tool available, from GoldMine to Salesforce, even the lightweight web-based tools like Highrise and Batchbook," said Paul Hemlick, founder of State Newslines. "I was amazed when I saw Nimble. It deftly took the core principles of what a CRM and contact manager should deliver and infused the strengths of social media; it's truly the first social relationship management tool. When I saw that Nimble was created by Jon Ferrara, the pioneering founder of GoldMine, I was hooked. Jon's understanding of CRM is legendary and his insight on how social media should be integrated is trustworthy. I called him up and told him I was killing all of the other apps we were trying to use and getting on board with Nimble."

[Partner Feedback](#)

Nimble's global expansion has been spurred by the quality of Nimble's Solutions Partners. More than 250 VARs signed on to become Nimble partners in the past year, including Harvest Solutions, a CRM reseller for over 25 years who also represents some of the larger legacy CRM vendors such as Microsoft and Salesforce. Additional partners include Social Platform, On the verge, Tech Sell, and Find and Convert.

“As business consultants, we've supported the sales and marketing systems of small businesses for years. It's exciting to be able to serve their evolving needs with the next generation of social relationship management,” said Lindsay Garrison, President, On the verge, incorporated. “Nimble has a fantastic partner program with great support for its VARs, but what I like most about the company is what the product does for our customers.”

[Industry Accolades](#)

As word has gotten around about the power and utility of Nimble, tech industry pundits and commentators have started to take notice. 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.”](#)

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

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