



For Immediate Release

Nimble Adds Outlook Integration, ActiveCampaign & QuoteRoller to Marketplace Empowering Social Selling

Integrates Nimble Social Relationship Management with Microsoft Outlook, Simple, Elegant Marketing Campaigns and Proposal Automation

Santa Monica, CA (Feb. 19, 2013) – [Nimble](#), a pioneering social relationship management platform, announced a new set of business productivity apps, including integration with Microsoft Outlook, ActiveCampaign and QuoteRoller, have been added to the growing Nimble Apps [Marketplace](#). Nimble is internationally acclaimed for empowering business teams to collectively engage with customers and turn social conversations into business opportunities with its simple web-based solution.

The Nimble Apps Marketplace now hosts nearly 40 third-party tools, empowering Nimble users with lead capture and analytics, email marketing support and more. These new Nimble add-ons, available immediately to the Nimble community, give businesses even more ways to close the social marketing and sales loop.

“Nimble is focused on our core social relationship management promise to empower sales professionals to engage more effectively,” said Jon Ferrara, CEO, Nimble. “We are partnering with other application vendors to extend Nimble to meet our customers unique needs. This collection of integrations enable our customers to market elegantly, manage proposals and bring rich social context to Outlook.”

“Our partnership and integration with Nimble’s social relationship platform is a huge win for our customers to transform their social business processes and customer engagement,” said Jason VandeBoom, CEO, ActiveCampaign. “Strong integration and support between email marketing and a quality CRM such as Nimble is pivotal for engaging subscribers on a personal level, providing a great user experience that is key to seizing any social selling opportunity.”

Newest Additions to the Nimble Apps Marketplace

Outlook Integration via Phi-solutions

The Nimble for Outlook integration from Phi-solutions enables Outlook users to view Nimble's rich social contact profiles from within Outlook. It transforms limited Outlook contacts into rich social profiles complete email and social conversation history and shared relationships. N4O (Nimble for Outlook) from Phi-solutions is available for Outlook 2007 or Outlook 2010. Learn more at - <http://www.nimble.com/how-it-works/integrations/nimble-4-outlook/> or Twitter: @PHISolutions.

With N4O Outlook integration connected to Nimble users can automatically:

- Launch the integration from the Outlook toolbar to view key Nimble social contact data while working within Outlook client and from any email message including last contact date.
- See what Outlook contacts are tweeting about and display their geographic location on an embedded Google Map.
- Display rich social profile information about their Outlook contacts and effortlessly launch Nimble from within Outlook to see the full associated contacts social and email conversation history and social stream.

ActiveCampaign

ActiveCampaign is an email marketing platform that enables users to engage contacts at a personal level with eye catching email campaigns. Designed for all business types and sizes, ActiveCampaign offers free, fully customizable email templates that will help grows businesses with easy to use social media, marketing automation, and reporting and analytics tools to track success.

The ActiveCampaign to Nimble integration enables Nimble users to create and manage beautiful and affordable email campaigns. ActiveCampaign easily identifies who has opened email campaigns and which links they clicked on. Knowing this information allows users to focus their engagement and communication efforts on Nimble contacts who are interested in your business and customize content to best suit their needs and wants. The ActiveCampaign dashboard even displays useful subscriber and campaign activity information.

Learn more at <http://www.nimble.com/how-it-works/integrations/activecampaign/> and Twitter: @activecampaign

With ActiveCampaign connected to Nimble you can easily:

- Automate email marketing campaigns
- Target key contacts
- Grow and manage subscribers with ease

QuoteRoller

QuoteRoller helps to automate and streamline the proposal process. With QuoteRoller, users can save and reuse general information about their company, terms of service and other things they used to manually put in to proposals.

The QuoteRoller to Nimble integration enables easy proposal management for Nimble users. Synchronize Nimble contacts with QuoteRoller, providing instant access to important information quickly

and easily. In-proposal analytics give you access to statistics about the exact actions your clients are taking while viewing your proposal, as well as how much time they spend on each page. Digital signatures from within the proposal ensure no more faxing or emailing documents. Send the proposal to the client and they can sign and accept the proposal directly from their web browser.

Learn more at <http://www.nimble.com/how-it-works/integrations/quoteroller/> or Twitter: @quoteroller.

With QuoteRoller connected to Nimble, users can easily:

- Create an irresistible proposals platform
- Leverage advanced tracking and time saving features
- Nimble contacts are instantly ready for proposal creation

After launching in late 2012, the Nimble Apps Marketplace now integrates with nearly 40 popular business tools, including HootSuite, MailChimp, Evernote, Quickbooks, ZenDesk, HubSpot, Wufoo, Rapportive, and more. Nimble will add additional applications in the future, and encourages developers with interest in building into the Nimble social business platform to visit the Nimble Developer Portal:

<https://developer.nimble.com/>.

More Information:

- **Blog Post:** <http://nimble.com/blog/three-additions-nimble-apps-marketplace/>
- **Apps Marketplace:** <http://www.nimble.com/marketplace/>
- **Screen Shots:** <http://www.nimble.com/company/screenshots/>
- **Press Room:** <http://www.nimble.com/pressroom/>

About Nimble

Nimble is a social relationship management system for businesses, teams and sales professionals to help them transform their social conversations and communities into 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 a simple, affordable web-based social selling solution.

Since its launch, 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](#), and Paul Greenberg’s [“CRM Watch List”](#), published by ZDNet, for three consecutive years. 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 or visit www.nimble.com. Nimble can also be found on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

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