



For Immediate Release:

Nimble Pioneers Social Selling Movement, Experiences Record Growth as Businesses Worldwide Focus on the Social Customer

Global Adoption of Social Media for Customer Engagement and Relationship Management Drives Record Nimble Usage, Making it a Popular Choice for B2B Professionals

SANTA MONICA, Calif. (October 8, 2013) – Today, [Nimble](#), the pioneer in social relationship management software, announced record growth as a result of worldwide demand for social selling tools.

Highlights for the quarter include:

- Greater than 2.5-times year-over-year growth in revenue from Q3 2012 to Q3 2013
- Active Nimble users have grown by five times since January 2013
- 20 percent of users adopt a paid plan after their initial free trial

Q3 2013 Adoption and Growth

Last quarter, Nimble sign-ups spanned 150 countries. Nimble Business saw its largest quarter to date in paid subscribers, signing on its greatest number of new companies, with 55 percent of these new accounts headquartered outside of North America.

Social Selling with Nimble, Twitter and LinkedIn

Because up to [70 percent of the business-to-business](#) (B2B) buying process happens online, companies are adopting social selling products like Nimble to engage the new social customer. Recent [studies](#) show that Twitter and LinkedIn are named as the two top sites to engage B2B prospects and sources for leads and customer research, which is consistent with Nimble's own traffic, which has nearly doubled from Q3 of 2012. Nimble makes working with both platforms easy, fun and productive.

"We've been able to effectively change how we connect with customers, thanks to the Nimble platform," said Tiago Piava, CEO and co-founder of award-winning startup TalkDesk. "The old, stale methods of selling don't work anymore, so we went looking for a tool that was built to leverage social channels to connect with people that matter. This leads to more relationships, more conversations we want to have and most importantly, more revenue."

Nimble has seen explosive uptake, especially from other exciting companies such as [Trendr](#), [Little Bird](#), [Freshdesk](#), [Grasshopper](#), [Chirpify](#), [Hirevue](#), [Scalr](#), [Visible Gains](#) and [Gumroad](#), who see the value of social selling.

"Businesses are getting smarter about the way they use social media to connect with prospects and customers – whether they are engaging with their customers for sales, marketing or service

needs. Nimble is leading the social selling movement by providing everything users need to nurture and grow customer relations at a human level," said Jon Ferrara, founder and CEO of Nimble. "We just finished the most impressive quarter in Nimble history, and we're poised for even greater growth in the future."

About Nimble

Nimble is a pioneer in social relationship management software which opens whole new channels for companies to engage customers in a two-way dialogue. Nimble combines the power of traditional CRM, classic contact management, and social media into a powerful web-based social selling solution. For more information, visit www.nimble.com. Nimble can be found on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

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