



## Nimble Rated Among Top CRM Platforms Based on User Reviews

- *94 Percent Satisfaction Rating Positions Nimble as One of the Highest-Rated CRM Platforms on G2 Crowd*
- *Nimble Also Achieves Largest Positive Momentum in Scale and Satisfaction Scores Since Last Grid Report*

SANTA MONICA, Calif. (January 16, 2014) – Nimble, the pioneer in social relationship management software, has been rated one of the top CRM platforms on G2 Crowd, which uses crowd-based research to reflect current industry trends. Nimble earned a 94 percent satisfaction score, one of the highest among all CRM platforms and also achieved the most significant shift in scale and satisfaction in the category.

The 94 percent satisfaction rating represents a 23 percent increase since G2 Crowd's last report. Additionally, Nimble saw an increase of 36 percent in scale, a measurement of the company's overall market share, which includes growth in number of employees, market share based on share of voice, momentum based on web traffic, and social impact based on Klout score, Twitter and LinkedIn followers, among other factors.

"These rankings are a strong third-party validation of the high-quality value Nimble provides for its users," said Jon Ferrara, CEO of Nimble. "G2 Crowd uses customer reviews as the basis for all of its rankings, so we were especially excited to see that our own users' feedback has helped Nimble achieve remarkable momentum in scale and satisfaction scores. Our continued emphasis on listening and responding to customers is what differentiates Nimble from our competitors – and it shows in this report."

G2 Crowd rates products and vendors based on ratings and reviews gathered from its user community, as well as data aggregated from online sources and social networks. G2 Crowd's ranking system weighs overall customer satisfaction and NPS score, customer satisfaction, popularity and statistical significance.

"For anyone who struggles to manage contacts in their business, Nimble is a really powerful tool that is surprisingly simple and easy to use," said Charlene Kingston, a Nimble user who rated the platform in G2 Crowd's CRM report. "After just two days of using the platform during my free trial, I knew I was going to purchase it! Nimble was that helpful that quickly. I love that I can grow into this tool as I continue to discover features I haven't used yet."

Nimble is an intelligent relationship management platform created to help professionals build better relationships in a noisy, multi-channel world. Nimble provides a smart and easy way to track, engage and nurture relationships by automatically unifying important contact information, online conversations and social media profiles of valuable connections in one location, making it easier to organize and act on digital communication.

Several innovative product features contributed to Nimble's nomination. In particular, the Nimble Contact Record provides a single view of relevant, contextual knowledge about each contact, helping users increase their productivity and drive more effective contact engagement. In addition, Nimble's updated home and signal screens, search improvements, and App Marketplace, allows users to conduct more authentic and effective social business through a simple web-based solution.

**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](http://www.nimble.com). Nimble can be found on Facebook, Twitter, LinkedIn and YouTube.

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