



Cirrus Insight Adds Social Relationship Intelligence to Salesforce With Nimble Smart Contacts Integration for Gmail App

Salespeople Benefit with Nimble's Smart Contact Insights, Social Profile Summary and Intelligent Social Signals to Build More Meaningful Business Relationships

SANTA MONICA, CA - (October 9th, 2014) – [Nimble](#) Inc., the pioneer in relationship intelligence for business professionals, announced today the launch of its partnership with [Cirrus Insight](#), the worlds #1 app for integrating Salesforce into Gmail. Nimble's integration with Cirrus delivers social relationship intelligence into Salesforce to make it easier to nurture and build business relationships within their inbox.

With the integration, salespeople can leverage powerful social insights right within their Gmail inbox to build business relationships and close deals faster. Nimble's Smart Social Relationship Manager gathers information from social media platforms such as Twitter, Angellist, LinkedIn, Facebook, Google+, Foursquare, Instagram and more. This social data, including work history, is then integrated with Salesforce information inside Gmail through the Cirrus Insight in-email sidebar.

"We all know how hard it is to prepare for every critical business engagement in todays over connected, over communicated world. Sales people spend nearly 60% of their day doing non-sales activities like searching for contact and company details and logging it into the CRM." said [Jon Ferrara](#), CEO of Nimble. "Partnering with Cirrus Insight puts Nimble intelligence right in the heart of salespeople's' inboxes, which is where salespeople spend their day keeping connections alive throughout the sales process."

"Authenticity is the name of the game for salespeople looking to make meaningful connections with their network or prospects," said [Ryan Huff](#), CEO and co-founder of Cirruspath. "That's nearly impossible to achieve without background information on the people they're connecting to. We integrated Nimble into our Salesforce for Gmail app to make relationship IQ easily accessible to salespeople on the platform they use most – email."

Feedback from Salesforce Analyst

"I am addicted to Nimble's [Smart Contacts App](#)! It's my primary resource for nurturing important business relationships everywhere I work!," said [Zachary Jeans](#), Analyst at Tourizing, a noted Social, Mobile and Salesforce consulting firm. "By combining Cirrus Insight with Nimble's Smart Contacts App I have the best of both worlds in one place. Relationship insights integrated with Salesforce contacts via Cirrus Insights directly inside my Gmail inbox."

Key Features of the Nimble Smart Contacts App Integration include:

Smart Social Relationship Manager: Nimble combines your contacts from Google Contacts, Outlook and Apple Address Book. It then maps and discovers the most important contact information on the web (Twitter, AngelList, LinkedIn, Facebook, Google+, FourSquare, Instagram and more), connects your email, calendar and social interactions and then keeps it up to date and in sync on a daily basis.

Automatic Social Profile Matching: Nimble removes the detective work required to find contact details by auto-magically mapping your contacts social profiles and consolidating the key background information you need into a digital dossier, giving you all the relevant information you'll need before reaching out.

Intelligent Relationship Insights: Nimble searches the web and social networks to deliver insights to provide context about your contacts: mutual interests, shared passions, and important moments making it easier to be prepared for the people you're meeting with.

For more information visit our [Nimble Blog](#) and the [Cirrus Insight Blog](#)

See Nimble at Dreamforce;

Booth - [#N1037 in Cloud Expo North](#)

Monday, October 13 @ 2pm – 3pm (PDT) - [RSVP - Thirsty Bear Demo](#)

Resources

Cirrus Insight - App - [Install](#) - [Video Demo](#)

Nimble Chrome - App - [Install](#) - [Video Demo](#)

About Cirrus Insight

Cirrus Insight, with over 50,000 customers, including some of the world's most recognizable brands, is the number one app for integrating Salesforce with Google Apps and Microsoft Office 365. Cirrus Insight puts the power of your Salesforce CRM right inside your inbox to immediately see everything about your leads, contacts and opportunities. It is a Salesforce ISV Partner, Google Partner, Apple Partner, and member of the Microsoft Partner Network.

About Nimble - [Nimble](#) is a pioneer in social relationship management for individuals and teams to intelligently nurture relationships across email and social networks such as Twitter, Facebook and LinkedIn. Nimble has re-imagined customer relationship management by pioneering the world's first Intelligent Relationship Manager for social selling. Nimble was founded by [Jon Ferrara](#), the co-founder of GoldMine, a pioneer of SFA, CRM, Relationship Management and Marketing Automation.

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