



**FOR IMMEDIATE RELEASE**

## Nimble Leads Small Businesses into the New Social CRM Age with Nimble 2.0

*Now with social discovery, dynamic engagement and marketing integration*

**Santa Monica, CA – Feb. 14, 2012** – Nimble, the award-winning Social Business Platform, today announced that it has launched [Nimble 2.0](#), the most social CRM platform on the market today. Nimble was designed entirely with social engagement in mind and is the first social business platform that empowers companies to get closer to their customers through listening and engagement, helping them turn their social communities into customers for life.

Over the past year, Nimble has listened to the feedback of its community - many of whom are on the forefront of Social Business adoption - and incorporated it into Nimble 2.0 to make it easier, smarter and more flexible. New enhanced features such as social discovery, improved usability and marketing integration have all been added to the product.

“Traditional CRM systems fail at relationship management and that’s why people don’t use them for engagement,” said Jon Ferrara, Nimble CEO and previous founder of GoldMine, a pioneering CRM product. “The era of customer engagement is now, and it starts with listening. You can’t just snap social onto legacy CRM platforms and expect it to be effective. Nimble was built from the ground up for active social listening and engagement. We’re putting the ‘R’ (relationship) back into CRM, and with Nimble 2.0, we are disrupting the old CRM ways of doing business.”

Nimble has recently surpassed 30,000 registered users at more than 2,800 companies -- a significant achievement for a start-up SaaS business application. The average Nimble user spends almost 3 hours a day managing business contacts. Nimble has seen phenomenal global growth in its VAR partner channel, having signed up more than 250 resellers worldwide, 50 of which are in Europe.

### **What Other People Are Saying**

“What I love about this product is the user interface,” says Michael Brito, Senior VP, Social Business Planning, Edelman Digital. “It’s very easy to find relevant information when I need it. The integration with contact management, activity management, sales and marketing automation, traditional and social media communication tools and collaboration features into one web-based solution makes it very convenient for people like me to get a pulse of what’s going on in my network.”

“Social media is rapidly moving from a form of communications that could be monitored by marketers and PR to one where it has to be tightly integrated into all aspects of customer relationship management (CRM) in a manner similar to telephony and email,” said Carter Lusher, Research Fellow and Chief Analyst Ovum. “Established CRM vendors are rushing to ‘bolt on’ social media integration onto existing products, which is necessary but not sufficient. As a consequence, there is a market opportunity for a social CRM (sCRM) suite like Nimble that was developed from the beginning to have a tight integration with an expanding number of social media.”

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## What's New in Nimble 2.0?

Nimble 2.0 takes Social Business to the next level, adding social notifications and discovery and empowering socially aware companies to stay top-of-mind with customers. It also contains key new user enhancements and marketing features to boost outreach. Screen shots can be found [here](#).

### Social Discovery

Nimble extends its Social Business platform with key social engagement features, including support for Facebook business pages and Google+ support. These features are designed to enable companies to listen and engage their customers while tracking and capturing real-time data when fans interact on social streams. Nimble's new unified social notifications consolidates all the likes, comments, friend invites and other social interactions from LinkedIn, Twitter, Facebook and Google+. Now users don't have to go to five separate tabs to engage. These powerful new features combined with alerts on birthdays, promotions and job changes in a daily email notification keep Nimble users more connected than ever to their contacts.

### Usability

At the heart of Nimble is the contact record - the embodiment of the relationship with the customer. Nimble contacts have an all new improved user interface which effortlessly pulls together all related messages, activities, and deals, and includes the contact's live social stream. Nimble has also added custom fields and tabs to support the unique ways our customers relate to their contacts. In addition, Nimble has boosted usability throughout the application with improved navigation and better data importing tools.

### Marketing Integration

Nimble now makes it easier to capture information and interact with customers through integration with HubSpot, a leading Social Marketing platform. The combination of Nimble and HubSpot allows closed-loop marketing. Now sales teams can contact the right lead at the right time with little or no effort and see significantly improved marketing ROI.

### Pricing & Availability

Nimble is free for standalone personal users. Business and multi-users can sign up for Nimble at \$15 per user per month. Nimble is available online at [www.nimble.com](http://www.nimble.com) or via our network of solution partners worldwide.

### About Nimble

Since its initial launch, Nimble has quickly established itself as the leading Social Relationship Manager. Influencers around the world have recognized Nimble as a revolutionary Social Business solution. The platform has been awarded *PC Magazine* "[Editors' Choice](#)", "[DEMO God](#)", Gartner "Cool Vendor" for Social Software and Collaboration, Red Herring Top 100 Global [Finalist](#), and "Company to Watch" on Paul Greenberg's "[2011 CRM Watch List](#)" & "[2012 CRM Watch List](#)" published by ZDNet.

Nimble was founded in 2009 to help small businesses transform their communities into business opportunities. Nimble opens a whole new channel for businesses to engage customers in a two-way dialogue, leveraging the power of traditional CRM and social media with its web-based social CRM platform. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Please join the conversation on Nimble's Facebook page at [www.facebook.com/nimble](http://www.facebook.com/nimble), LinkedIn and on Twitter [@nimble](#).

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