



For Immediate Release

New Nimble API and App Marketplace Open Up Customer Engagement and Social Selling Opportunities

*App Marketplace and Integrations to Extend its Social Contact Platform,
Puts Nimble at the Center of Customer Engagement Intelligence*

Santa Monica, CA (Nov. 14, 2012) — Nimble Inc. unveils an [App Marketplace](#) and an [API](#) to access Nimble Contacts to host third party products. This Application Programming Interface (API) makes social selling a reality for thousands more sales people by enabling connectivity between Nimble and any sales, marketing, customer service or accounting platform. The marketplace showcases these integrations to Nimble users. This API is the first in a family of APIs that will empower developers to create innovative customer engagement applications using capabilities from Nimble's leading social contact platform.

Nimble empowers social contact management by combining contacts with email and other popular social communication tools - Facebook, Twitter, LinkedIn, Google+, HubSpot, MailChimp and foursquare. Nimble helps businesses drive more revenue by achieving more efficient, effective and authentic engagement with prospects, partners and current customers.

"The API represents a major milestone in achieving our mission of helping small teams nurture stronger relationships to drive more business opportunities," said Jason McDowall, Director of Product at Nimble. "Our API puts Nimble at the center of any customer engagement workflow by tying together complementary tools in the areas of sales, marketing, customer service, and accounting."

Nimble users already enjoyed integration with HubSpot and MailChimp to achieve a complete closed-loop marketing solution. Nimble's new Contact API extends the possibility of creating a fully integrated workflow with other best-of-breed tools that complement Nimble. Customers and partners can extend and customize Nimble to best fit their needs. For example, now users can connect Nimble to their lead generation form built on WordPress or connect Nimble to their favorite quoting or project management tool.

"The availability of the Nimble API satisfies a pressing need of all our clients who have been eager to connect the dots between their various SaaS Business Apps," said Wade Foster, CEO of Zapier, a Nimble integration partner. "Zapier makes it easy for non-technical users to create connections between 120 different SaaS APIs that don't usually talk to each other. Thanks to Zapier, you can for example, see

all your Shopify sales on your Google Calendar or get an SMS alert every time a hot lead comes from your website into Nimble."

Not only is Nimble helping developers build innovative offerings with its API, but Nimble is also making those innovations available to customers through our [Application Marketplace](#). After a short vetting progress, developers can utilize Nimble's App Marketplace to offer their wares for free or they can opt to charge for access to the integration. "We envision creating a community of application developers," said McDowall, "and enabling those developers to build their businesses on the back of Nimble with the maximum of flexibility and opportunity."

While the breadth and sophistication of social business tools are increasing, salespeople need to rely on a single source of customer intelligence to power all of their sales engagement activities and decisions. The Contact API is the first in a family of APIs that will provide access to basic data about contacts and deals as well as derived intelligence and recommended actions for a user's contacts. By allowing developers to draw from its APIs, Nimble will be the central hub while providing the flexibility to create applications required for each unique business.

To learn more about the Nimble Contact API or to obtain information about support for Contact APIs, visit Nimble's Developer portal at developers.nimble.com or read about it on our [blog](#). Both the Developer portal and Marketplace screenshots are available at www.nimble.com/screenshots.

About Nimble

Nimble was founded to help businesses transform their social conversations and communities into business 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 its simple affordable web-based social selling solution.

Nimble has recently surpassed 45,000 registered users with over 1,000 paying companies. Our touchless freemium SaaS model is clearly working with a website visitor to Nimble trial conversion of over 8% and a Nimble business trial to paid conversion at over 16%. Nimble has seen phenomenal global growth in its VAR partner channel, having signed up more than 240 resellers worldwide, 50% of which are outside the United States."

In the past year, 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](#), "Company to Watch" on Paul Greenberg's "[2011 CRM Watch List](#)" & "[2012 CRM Watch List](#)" published by ZDNet. In addition, Nimble was recently recognized in Entrepreneur's annual "[100 Brilliant Companies](#)" and "[OnDemand Top 25 Private Companies To Watch List](#)."

To learn more about how Nimble can help business professionals master social business and social selling, register for a Nimble Webinar at www.nimble.com/company/events/.

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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