



FOR IMMEDIATE RELEASE

Nimble & HootSuite Announce Integration to Close the Loop on Social Selling & Customer Engagement

Providing crucial Context to Business Contacts by tying social media activity to lead generation, sales efforts and customer retention.

SANTA MONICA, CA – December 11, 2012 - Nimble, the pioneer of social relationship management now integrates with HootSuite, makers of the market-leading social media management system. Now users can connect social media best practices to Social CRM capabilities, such as identifying, connecting and nurturing prospects; businesses can finally “close the loop” on social selling and customer engagement.

The Nimble app for HootSuite enables users to transform limited social profiles into complete contact records with conversation history and context. It provides sales teams and business professionals with the contact management, sales and social business capabilities they need to turn prospects into customers, and measure the effectiveness of social activities.

The Nimble app for HootSuite allows users to view contact information, such as additional social profiles, phone number, email, bio, location and date of last contact in the HootSuite dashboard. With a simple mouse click, users can jump directly from HootSuite to the Nimble contact record and manage deeper contact details, such as viewing a complete conversation history, scheduling follow up tasks and events, logging notes, and forecasting sales.

The Nimble app for HootSuite is now available free to HootSuite and Nimble users.

"Social media is moving beyond the early adoption by marketing and community managers to the rest of a company's customer facing business professionals. Sales, Service and Support teams will benefit greatly by utilizing social media to enable customer engagement and social selling," says Ryan Holmes, CEO of HootSuite. "Through the Nimble app, business teams can now follow up with social media leads, nurture relationships in real time, and close deals easier than ever before."

"At Nimble, we believe that effective team engagement drives relationships, and relationships drive more sales," said Jon Ferrara, CEO, Nimble. "Our new app integration with HootSuite will help spread social media use beyond community managers and marketers to the rest of the company. It provides

business professionals with social relationship management tools that create valuable and repeatable social selling opportunities."

Key benefits of the Nimble integration include:

- **Closed Loop Social Selling:** Closed loop social selling is empowering an entire business team to stay on one page with their critical social contacts. This process involves tracking the contact from prospect to customer and the resulting ROI. Combining HootSuite's extensive social monitoring and publishing capabilities and Nimble's customer engagement and social selling tools will enable business teams to pinpoint and connect with key prospects and existing customers with increased relevance.
- **View Nimble Contacts in HootSuite:** The Nimble integration adds context to your contacts by clearly displaying useful Nimble contact information, such as additional social profiles, background info, location, phone number, email, and most importantly, date of last contact. This information is pulled directly from Nimble's contact record and conveniently displayed in your HootSuite dashboard.
- **Create Contacts in Nimble from HootSuite streams:** If the contacts you're engaging with in HootSuite do not already exist as Nimble records, they can be easily imported. Once a contact is added to Nimble, you and your team will be able to match additional social networks, view related connections, log conversations and other important sales data in Nimble.
- **View Contacts in Nimble:** Nimble automatically combines all your business contacts, emails, social communications, and calendar activities into one unified social contact manager. Now you can jump directly from the HootSuite dashboard to the Nimble contact record to manage deeper contact details, such as seeing a complete conversation history, scheduling follow up to-do's, logging notes and forecasting sales.
- **Nimble Automatically Maps Additional Social Profiles to a Contact:** After you have imported a contact, Nimble will match additional social profiles and create a multi-dimensional contact record accessible for engagement by you and your team.

More Information:

Blog Post: <http://www.nimble.com/blog/2012/12/11/nimble-app-for-hootsuite/>

Features Page: <http://www.nimble.com/how-it-works/integrations/hootsuite/>

Screen Shots: http://www.nimble.com/pressroom/?page_id=24

Media Kit: <http://www.nimble.com/nimble-app-for-hootsuite-media-kit/>

HootSuite and Nimble will host a webinar on how sales teams and business professionals can nurture and grow their business networks and realize measurable value from their social media investments in January.

About HootSuite

HootSuite is a social media management system for businesses and organizations to collaborate across multiple social networks from one secure, web-based dashboard. Launch marketing campaigns, identify and grow audience, and distribute targeted messages using HootSuite's unique social media dashboard. Streamline team workflow with scheduling and assignment tools and reach audiences with geo-targeting functionality. Invite multiple collaborators to manage social profiles securely, plus provide custom reports

using the comprehensive social analytics tools for measurement. Key social network integrations include Facebook, Twitter, LinkedIn, and Google+ Pages, plus a suite of social content apps for YouTube, Instagram, Tumblr and more. To learn more, visit: <http://www.hootsuite.com>.

About Nimble, Inc.

Nimble is a social relationship management system for businesses teams and sales professionals to help them transform their social conversations and communities into 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.

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."

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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