Aidentified Launches Money In Motion Redtail Integration

Aidentified launched the Money In Motion (M2) Redtail integration on February 17, 2020 to seamlessly transfer executive profiles benefitting from wealth events into Redtail CRM.

Profile information is efficiently transferred with the click of a button on the web application or a simple swipe on the mobile application.

Darr Aley, CMO and Co-Founder, Aidentified commented "Integrating Redtail into Aidentified's M2 application allows salespeople to identify valuable prospect and efficiently transfer them into one of the leading CRM applications in financial services. A significant portion of our clients uses Redtail and we are excited to deliver this integration to them."

Omar Sary, SVP, Partnerships commented "With our growing client base of wealth advisors, the Redtail integration increases the value we deliver. We are excited about our partnership with Redtail look forward to many successful years ahead."

About Aidentified:

Aidentified was founded by twin brothers Darr and Tom Aley after a number of successful data related ventures and work at Amazon, D&B, and Dow Jones. The unmet opportunity they saw was the "Holy Grail" of combining an individual's consumer and professional attributes into a unified single household profile, using new technology to surface relevant relationships.

Leveraging 300 million U.S. profiles, Aidentified uses the latest AI and machine learning technologies that allow its customers to search for prospects based on recent wealth events that include stock trades, mergers and acquisitions, IPOs, management changes, new company investments, income, age, location, position within a company, personal interests and more. Aidentified's proprietary Relationship Mapping algorithms further help by connecting customers' personal and corporate networks and their client networks to find the strongest path to a prospect. (www.aidentified.com)

About Redtail:

Redtail co-founders Brian McLaughlin and Andy Hernandez believed from the beginning that their CRM solution could satisfy an unmet need in the industry: a web-based client relationship management tool to provide advisors anytime, anywhere access to their client and calendar data.

In the early days, Brian focused on CRM and integration coding while Andy helped new users transition and import their data; at the same time, they both worked alongside Redtail's first employee, Alison Hawkins, fielding support calls. What began in 2003 with

just a small number of advisor clients is today a core financial services solution offering thousands of advisors daily assistance with running their businesses. (redtailtechnology.com)

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