

For Immediate Release

Dec 2, 2019

Aidentified Launches Money In Motion Compass CRM Integration

Aidentified launched the Money In Motion (M2) Compass integration on December 17, 2019 to seamlessly transfer executive profiles benefitting from wealth events into Compass 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 Compass CRM into Aidentified's M2 application allows agents and brokers to identify valuable prospect and efficiently transfer them into the CRM application of one of the leading real estate companies in the United States. As a significant portion of our clients are real estate agents/brokers, we are excited to deliver this integration to them."

Ralph Schonenbach, EVP, Product commented "Our goal is to make the user experience as efficient as possible. Removing friction through integrating APIs saves agents and brokers a significant amount of time as they search for buyers and sellers of homes."

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 Compass CRM (formally Contactually):

As February 25, 2019, Contactually entered into an agreement to be acquired by Compass. When we founded Contactually nearly 10 years ago, we set out to build a tool that is easy to use and helps users grow long-term relationships with clients. We've invested heavily in product innovation, expanding our partner ecosystem - and in the last few years - doubled-down on growing our real estate client base through individual agents and enterprise partnerships (9 of the top 20 U.S. brokerages are customers).

We live our mantra that “great relationships grow great businesses.” And like us, Compass has a deep appreciation for how strong relationships lead to growth and success. Compass has expanded its business by building a national community of entrepreneurs with expertise in technology – and provides agents with a leading suite of digital tools that work in the hyper-local real estate industry.

[\(www.contactually.com/\)](http://www.contactually.com/)

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