

For Immediate Release

Sept 1, 2019

Aidentified Launches Money In Motion Salesforce Integration

Aidentified launched the Money In Motion (M2) Salesforce integration on September 1, 2019 to seamlessly transfer executive profiles benefitting from wealth events into Salesforce 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 Salesforce into Aidentified's M2 application allows salespeople to identify valuable prospect and efficiently transfer them into one of the world's leading CRM applications. We understand how important the integration to Salesforce is to our financial services partners and clients in insurance, private wealth and banking and we are excited to deliver this integration to them."

Ralph Schonenbach, SVP, Product commented "With more than 150,000 customers, the Salesforce integration was a logical first step for us. Connectivity between applications removes friction for salespeople and results in a more robust sales pipeline. We are excited to launch this API and look forward to many more."

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 Salesforce:

Salesforce.com, Inc. is an American cloud-based software company headquartered in San Francisco, California. It provides customer relationship management service and also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development. (www.salesforce.com)

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