



## **FOR IMMEDIATE RELEASE**

Nov. 14, 2017

### **Cirrus Insight acquires Attach.io to empower users with document management and real-time attachment tracking**

**IRVINE, CA. & KNOXVILLE, TN.** – Cirrus Insight announces the addition of Attach.io to its platform of productivity apps. Cirrus Insight is the leading sales productivity platform, bringing email tracking, meeting scheduling, follow-up alerts, and drip campaigns into a user’s inbox. Designed with real-time analytics, Attach.io empowers users to track exactly what happens once they have shared a document.

“Approximately five billion email attachments are sent out every day, but senders have had no way of knowing whether the recipient opened or viewed their attachments,” said Brandon Bruce, Chief Operating Officer of Cirrus Insight. “Now, we’re effectively solving that problem with the tracking platform Attach.io provides.”

According to Bruce, Attach.io senders can see in real-time when any of their attachments, such as PDFs, Word documents, PowerPoint presentations, and others, are viewed.

“Attach.io tells senders everything that happens to a document once they’ve sent it,” said Bruce.

Bruce explains Attach.io utilizes real-time analytics to track the following:

- When an attachment is opened
- Who opened the attachment
- What pages within the attachment the recipient visited
- How the recipient read through the attachment and what he/she focused on
- What links they clicked on
- Who else they shared it with

“Senders can even see how much time the recipient is spending on each page or slide,” said Bruce. “The sender can literally watch the user go through their document and identify what resonates.”

Bruce says the functionality Attach.io provides is a big win for those who send proposals, pitch decks, and presentations.

“It works with any type of document, even very large files,” said Bruce. “For companies that use Salesforce, the tracking data is synced to leads and contacts in the CRM, and if the user is sending a contract, he or she can get a legally binding e-signature using Attach.io’s built-in integration with HelloSign.”

Bruce explains Attach.io is ideal for anyone who relies on communicating through email attachments.

“Senders appreciate the real-time productivity solutions Attach.io provides, and recipients appreciate receiving links rather than bulky file attachments,” said Bruce. “We are thrilled to add Attach.io to the Cirrus Insight platform.”

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### **About Cirrus Insight**

250,000 professionals use [Cirrus Insight](#) to increase productivity in Gmail and Outlook. Fortune 500 companies and freelancers use Cirrus Insight for email tracking, email templates, drip campaigns, follow up reminders, meeting scheduling, and world-class Salesforce integration. *Inc. Magazine* ranked Cirrus Insight #41 on its “Inc. 500” list of fastest-growing companies in the United States.

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