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## **digiMine Services Used By Nordstrom.com To Enhance Online Shopping Experience; Business Intelligence Service Provides Online Retailer with Data Warehousing, Analysis**

BusinessWire

SEATTLE--(BUSINESS WIRE)--Feb. 12, 2001--digiMine(SM), Inc., a service provider of business intelligence solutions, announced today that Nordstrom.com, the catalog and Internet subsidiary of Nordstrom Inc., has implemented digiMine Analytic Services.

digiMine Analytic Services helps Nordstrom.com provide its customers with an enhanced shopping experience tailored to their needs, without the expense and resources normally associated with building and maintaining business intelligence infrastructure. With digiMine Analytic Services, Nordstrom.com is provided with a fully integrated solution that combines click-stream, product catalog, promotion and transaction information to provide insight into Web site performance, content and product consumption, browse-to-buy conversion and marketing campaign effectiveness.

"digiMine data mining and analytics gives us information to help us create a more compelling shopping experience for our customers," says Julie Bornstein, general

manager of the Internet for Nordstrom.com. "digiMine's hosted service model is a great fit for Nordstrom.com because our core business is providing our customers with brand name fashion in an online environment that's easy and convenient to use -- not managing data warehousing and data mining systems."

digiMine's data warehousing and business intelligence service is a powerful solution that enables Nordstrom.com to identify which marketing programs deliver the highest return on investment. Using digiMine Analytic Services Nordstrom.com continues to refine its ad placement and enhance how products are placed on the site, as well as overall site navigation.

"We act on the information digiMine provides to effectively place advertisements and to position our products on the site, creating a better overall shopping experience for our customers," says Glenn Pingul, Director of Marketing Strategy, Nordstrom.com.

digiMine Services combines leading data warehousing technologies, proprietary data mining algorithms, technical expertise and guaranteed service. The company builds and maintains a secure, private data warehouse for each of its corporate customers and applies data mining and analytics at an aggregate level to reveal meaningful patterns and provide actionable insight. Each day, digiMine customers receive reports about product sales, customer interest and campaign response. digiMine Services far exceed simple Web traffic measurement by integrating multiple data sources to deliver a global view of business metrics and insightful decision support.

"digiMine is leveraging the hosted service model to eliminate the barriers that cause many data warehousing and data mining initiatives to fail," said Usama Fayyad, digiMine's chief executive officer and world-renowned data mining authority. "digiMine aims to revolutionize the industry by making state-of-the-art data mining and business intelligence technology a practical reality for all companies."

#### About digiMine

Founded in March 2000, digiMine is setting new standards for the delivery of powerful analytics and personalization to eBusinesses. digiMine's advanced data warehousing and data mining services are securely delivered via the Internet, which enables a fast, reliable and affordable way for eBusinesses to act with precision and speed. digiMine provides comprehensive insight into customer interest through intuitive reports with customizable and interactive visuals. Typical deployment occurs within a few days, dramatically reducing costs, complexities and the burden on IT departments. For additional information about digiMine call 425/896-1700 or visit the company Web site at [www.digiMine.com](http://www.digiMine.com).

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#### About Nordstrom.com

Nordstrom.com, the online fashion specialty retailer, brings a 99-year history of customer

service, selection, quality and value to the Internet. Offering one of the Web's most extensive selections of quality name-brand fashions, shoes and accessories. Recently ranked the No. 1 apparel site by Yahoo and No. 2 by Gomez Advisors, Nordstrom.com is an enjoyable, convenient online shopping destination designed to meet the needs of each individual customer. Nordstrom.com, which includes the company's online and catalog businesses, was established as a subsidiary of Nordstrom Inc. in the fall of 1999 when it formally launched NORDSTROMshoes.com, the world's biggest shoe store. Nordstrom Inc. (NYSE:JWN) is one of the nation's leading fashion specialty retailers, with 120 US stores located in 24 states, including 77 full-line stores, 37 Nordstrom Racks, three Faconnable boutiques, two freestanding shoe stores, and one clearance store. Nordstrom also operates 22 Faconnable boutiques throughout Europe.

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