Nordstrom Digs In with digiMine Analytics

By Shirley Siluk Gregory
CRMDaily.com
February 12, 2001

Nordstrom.com said data mining and analytics support helps to create 'a more compelling shopping experience for our customers.'

Online retailer Nordstrom.com announced it is using the hosted analytics services of digiMine, Inc. to gain better insights into its customers and improve their online shopping experiences.

Delivered via an application service provider (ASP) model, the digiMine service offers integrated analysis of click-stream, product catalog, promotion and transaction information.

Nordstrom.com, which recently was ranked number one among online apparel retailers by Forrester Research (Nasdaq: FORR), said it hopes to use analytics to refine its ad placement, improve product placement on its Web site and enhance overall site navigation.

Tracking Performance, Consumption

Nordstrom.com said it implemented digiMine's analytic services to gain insight into its Web site performance, content and product consumption, browse-to-buy conversion and marketing campaign effectiveness.

Such data mining and analytics support "gives us information to help us create a more compelling shopping experience for our customers," said Julie Bornstein, general manager of the Internet for Nordstrom.com. She added the service lets Nordstrom.com stay focused on online fashion retailing rather than on data warehousing and data mining system management.

Pinpointing Top ROI

By improving its data warehousing and business intelligence, Nordstrom.com said it aims to pinpoint which of its marketing programs deliver the highest return on investment.

Intelligence that can help the company more effectively place advertisements and position products online will allow Nordstrom.com to create a "better overall shopping experience for our customers," said Glenn Pingul, director of marketing strategy for the retailer.

Analytics for Action

Kirkland, Washington-based digiMine builds and maintains a secure, private data warehouse for each of its corporate customers. It said its hosted services, which apply data mining and analytics at an aggregate level, are designed to help businesses uncover meaningful patterns and gain insight into online customer behavior and habits.

digiMine said its clients receive daily reports about customer interest, product sales and marketing campaign responses. The firm's analytics aim to go beyond simple Web traffic measurement, integrating multiple data sources into an overall view of business metrics and decision-making support.