New digiMine Tool Digs In to Marketing Analysis

By Shirley Siluk Gregory
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Business intelligence service provider digiMine, Inc. announced it has added a new tool for analyzing marketing campaigns to its portfolio of hosted services.

Kirkland, Washington-based digiMine said that Campaign Response Analytics (CRA) is designed to provide businesses with the key measures they need to determine the effectiveness of marketing and advertising campaigns.

Intelligence To Drive Sales

By better identifying which campaigns, messages and media reach their targeted audiences and drive sales, companies can improve their return on investment in marketing and advertising efforts, digiMine said. The company added that such improvements also can help build customer acquisitions and loyalty.

Nick Besbeas, co-founder and executive vice president of sales and marketing for digiMine, said e-businesses need to blend information from multiple data sources to gain an overall view of marketing campaign results.

Besbeas added that the new service "manages the complex systems and technology behind the scenes to present all of the information in one place, making it easy to interpret results and take action."

Taking Aim at ROI

digiMine customers already using the new analytics service include AtomShockwave; ClassMates Online, Inc.; and etrieve, Inc., according to the company.

etrieve plans to use the service to "improve the return on our marketing expenditures by analyzing how our various marketing campaigns are paying off over time and within specific customer segments," said Sarah Van Dyck, digiMine's vice president of marketing.

Pinpointing Campaign Effectiveness

digiMine said its new service integrates data from third-party advertising servers, e-mail marketing programs and affiliate marketing partners with deep analytics to provide an in-depth view of marketing campaign results. The service allows businesses to identify which campaigns -- offline ads, banner ads, e-mail, incentive offers or direct mail -- work best to acquire customers and drive sales.

Companies can use the service to calculate their true return on investment by correlating campaign results with analysis of sales metrics, customer segments and product affinity, according to digiMine.

For example, the service lets a business determine how effectively a banner ad drives sales of a specific product within a predefined customer segment.

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