



briefs

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Nordstrom.com Shops in Seattle

By [The seattle.internet.com Team](#)

Nordstrom.com, the catalog and Internet subsidiary of Nordstrom Inc., has recently turned to local Internet company digiMine to enhance its Website.

With digiMine's Analytic Services, Nordstrom.com is being 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.

According to Nordstrom.com's Director of Marketing Strategy Glenn Pingul, his division acts on the information digiMine provides to effectively place advertisements and to position products on the site.