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DigiMine Launches DigiMine CRA

By The seattle.internet.com Team

Kirkland-based digiMine has recently launched its latest module within its Analytic Services product line. The Campaign Response Analytics (CRA) provides key metrics to measure the effectiveness of marketing and advertising campaigns.

Powered by digiMine's data mining technology, digiMine CRA integrates data from third-party advertising servers, email marketing programs and affiliate marketing partners with deep analytics to provide a comprehensive view of marketing campaign results.

digiMine customers currently deploying CRA include AtomShockwave, ClassMates Online and etrieve.