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DigiMine introduces advanced analytics

Seattle--Data mining service specialist digiMine Inc. has released digiMine Campaign Response Analytics, which it will market under the digiMine CRA brand name. At the Direct Marketing Association's Net.marketing spring 2001 conference and exhibition, the Redmond, Wash.-based company, headed by former Microsoft Corp. executives, demonstrated the ability to gain such information as lifetime customer value, acquisition cost per customer and merchandising strategies from the product.