

DigiMine launches managed service for data mining

By InfoWorld staff

InfoWorld | Feb 4, 2002

MSP (MANAGED SERVICES provider) digiMine on Monday announced digiMine Advisors, a data mining service intended to enable executives, marketers and others to apply data mining techniques toward defined business objectives such as customer retention and loyalty. Subscribers to the service can access applications and reports via the Internet. The first release under the Advisors banner is Conversion Advisor, which enables e-business managers to convert browsers into buyers or subscribers through analytic measurement and targeted recommendations, according to Bellevue, Wash.-based digiMine. Later releases will include Retention Advisor, for identifying and retaining "at risk" customers; Product Advisor, for targeting products and services to appropriate customers; and Content Advisor, for presenting online content and services to the most appropriate users.