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digiMine has been tapped by Starbucks for data analytics services. Using digiMine's e-business campaign response analytics tools, the coffee behemoth intends to maximize e-commerce sales and increase brand loyalty, both in stores and on the Web.

"digiMine eBusiness Analytics will allow us to measure, interpret and act on data generated by usage of our Web properties and offline customer touch-points," said Darren Huston, senior vice president of new ventures for Starbucks.