by Zachary Rodgers

Web Analytics Redux

digiMine
eBusiness Analytics and Campaign Response Analytics

DigiMine is another analytics company that combines info gathered from offline sources with Internet data mining and analysis. While the bulk of its mining happens online, info from catalogs, point of sale systems, and its clients' existing customer databases can all be integrated with the Web data.

The company offers marketing ROI tools as a part of both its full-flavored enterprise product and its scaled down e-business solution, and both allow for advanced customer segmentation.

Customers include Starbucks, Nordstrom and the Dow Jones group of Web properties, which includes the Wall Street Journal Online.