

# CHAIN STORE AGE

January 2002  
Circ. 35,587

**THAT'S TEAMWORK:** *J. Crew Group Inc.* has implemented predictive data-mining tools from *DigiMine*, Bellevue, Wash., to improve its efforts to market to window shoppers on its Web site. The solution examines shopper click-streams and transactional history to determine individual browsers' product preferences and guide marketing efforts accordingly. ... *BestBuy.com Inc.* has tapped San Francisco-based *Totality Corp.* to host Web stores for its *Best Buy*, *Musicland*, *Sam Goody*, *Media Play*, *Suncoast* and *On Cue* retail formats. ... *Staples.com* has begun posting sales circulars on its Web site with help from Chicago-based *CrossMedia Services Inc.* ... Somerset, N.J.-based *Drug Fair* has added new enhancements to its Web site with help from Rockville, Md.-based pharmaceutical information-technology firm *SymRx Inc.* New features of the site include extensive consumer-oriented health content, a pill identifier and drug database, health calculators and personalized risk-assessment tools. ... *RitzCamera.com* has been named as the exclusive retail camera partner of on-line photo digitization and processing service *Snapfish*.