

Web Analytics Service Provider Gets Investment, Big Customer

By Tom Smith

DigiMine Inc., a startup that develops software tools for Web site and e-business analytics and data mining, said Tuesday it closed a \$20 million round of financing, with investors including Mohr, Davidow Ventures, and Mayfield. The funding announcement comes one day after digiMine reported a marquee customer win with Dow Jones & Co. DigiMine is providing Dow Jones with service to manage and report on Web site usage data for its Internet properties, including the recently relaunched Wall Street Journal Online and Barrons Online.

Dow Jones is seeking insight into how subscribers interact with its online content; it was using the digiMine technology at the time of the recent relaunch.

DigiMine Enterprise Analytics is a managed service including a data warehouse, analytic reporting, and data mining applications. Customers access Web-based reports and applications over the Internet.

DigiMine will use the new funds to expand product development and grow its sales and marketing presence in the U.S. and internationally.