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May 14, 2002

Dow Jones Chooses digiMine for Analytics

Dow Jones & Co. has selected the digiMine Enterprise Analytics solution from digiMine Inc. to manage, mine and report on Web site use for its Internet properties, digiMine said yesterday.

"We recently relaunched our flagship site, The Wall Street Journal Online, offering a new site interface and a wealth of new content to over 640,000 subscribers," said Todd Larsen, general manager of The Wall Street Journal Online. "At this critical time -- and moving forward -- we need to be able to measure, analyze and act on usage data from across our Internet properties. DigiMine was able to put a solution in place very quickly, so we had analytics on day one of our site launch."

DigiMine, Bellevue, WA, also is providing data mining solutions that Dow Jones will use to discover its distinct subscriber segments and to personalize news and information content. DigiMine data mining also will power targeted content and subscription recommendations for subscribers.

A fully managed service, digiMine Enterprise Analytics includes a customized data warehouse, analytic reporting and data mining applications.