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Starbucks Picks digiMine eBusiness Analytics

DigiMine Inc., Bellevue, WA, an analytics and data mining solutions vendor, said yesterday that Starbucks Coffee Co. selected its eBusiness Analytics and Campaign Response Analytics.

"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, new ventures, at Starbucks. "We were especially impressed by digiMine's ability to apply their solutions to our particular objectives and needs."

Starbucks has more than 5,000 locations worldwide. The company's Web sites, including Starbucks.com, let customers shop, register and manage their Starbucks Card account, subscribe to an e-mail newsletter, locate a store and more.

Starbucks will use digiMine's analytic reports to analyze customer interaction trends and e-commerce metrics across its U.S. sites.

DigiMine also introduced Retail Advisors on Aug. 6, a customized recommendation solutions for the retail industry. The company said Retail Advisors lets multichannel retailers present targeted, relevant product suggestions to customers on the Web, in the call center or via direct marketing. Using Retail Advisors, retailers can improve sales conversion rates, raise average order size and gain a higher return on marketing campaigns, all while enhancing customer satisfaction.