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DigiMine Offers Customer Segment Manager

Data mining and analytic solutions vendor digiMine Inc. announced Customer Segment Manager yesterday. The analytics solution lets marketers define customer groupings based on behavior and demographics, manage them over time and act with targeted marketing and customer communications.

Customer Segment Manager is a new component of digiMine's Enterprise Analytics suite. It is delivered as a managed service for marketers and CRM managers across industries including retail, media and entertainment, financial services and manufacturing.

The solution lets users define customer segments based on demographics and behavior, such as Web site visits, transactions and response to marketing or advertising.

DigiMine, Bellevue, WA, said Customer Segment Manager helps marketing executives and CRM managers achieve more precise marketing and customer service.

"Customer Segment Manager lets us easily analyze subscriber behavior by a whole range of dimensions," said Kate Downey, director of customer intelligence, Dow Jones Consumer Electronic Publishing, publisher of The Wall Street Journal Online, who has beta tested the product. "[It] gives us a holistic view of the customer experience, which is information we can act on. It helps identify subscriber usage trends and ways to grow subscriber loyalty."