

March 25, 2008 Product Spotlight -



DM Review Editorial Staff

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[7 Billion People](#) announced the general availability of **MarketMaestro**, a behavioral analytics solution that offers comprehensive user data based on distinct online buying personalities, giving e-marketers new methods for optimizing Web sites and related marketing programs. E-marketers can understand shoppers' psychological characteristics and how to optimize Web site language and content, advertising and outbound marketing programs to meet their specific buying preferences.

[Apatar, Inc.](#) announced **StrikeIron Email Verification** connector for the Apatar Open Source Data Integration toolset. The new feature is designed to instantly determine the validity of an email address or domain using StrikeIron Web services.

[Casdex, Inc.](#) announced the launch of its new, state-of-the-art **digital archiving technology**. Casdex provides remote data storage and digital archiving capabilities that are fully-secured, user-friendly and wholly compliant with SEC, HIPAA and SOX regulations.