**Literature Survey-01**

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| SNO | TITLE | AUTHOR | PUBLISHING | TECHNIQUES & DATASET | PROS | CONS |
| 1) | Automating the Collection and Analysis of Campaign Emails | Maia Hamin | Independent Work Report Fall 2018 | Crawler | The crawler’s integration  with a full data pipeline also offers increased performance with decreased effort. | In the Proposed Model integration with mysql database is time consuming |

**Literature Survey-02**

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| SNO | TITLE | AUTHOR | PUBLISHING | TECHNIQUES & DATASET | PROS | CONS |
| 2) | EMAIL MARKETING: A PARADIGM SHIFT TO MARKETING | Prof K. Venugopal  Dr.Vishnu Murthy | International Journal of Advanced Research in  Management and Social Sciences | Cost analysis, Risk analysis, data analysis. | An effective way to reach a target audience around the world. | email marketing is to issue  emails that are likely to be construed to be spam. |

**Literature Survey-03**

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| SNO | TITLE | AUTHOR | PUBLISHING | TECHNIQUES & DATASET | PROS | CONS |
| 3) | Email Marketing Campaign for Selected  Company | Bc. Natalia Vataman | Tomas Bata University In Zlin | Purcari company dataset  Techinques:Smith and Taylor offered the simplest framework | Improves communication with its customers and increases brand awareness and maintains the current customer base. | Cost is fixed |