Recommendation systems for personalized advertising in digital marketing

Vsevolod Salik

October 31, 2024

During the presentation, you may have questions or points for clarifications related to my article.

I kindly ask that you hold these until the designated Q&A sections to not disturb the presentation flow.

Thank you for your cooperation and understanding.

- RS Model

- RS Model
- Role of RS in digital marketing

Roadmap

- RS Model
- Role of RS in digital marketing
- Types of RS methods covered in this article

- RS Model
- Role of RS in digital marketing
- Types of RS methods covered in this article
  - Content based
  - Collaborative filtering
  - Hybrid

Roadmap

- RS Model
- Role of RS in digital marketing
- Types of RS methods covered in this article
    - Content based
    - Collaborative filtering
    - Hybrid
- Recommendation algorithm

- RS Model
- Role of RS in digital marketing
- Types of RS methods covered in this article
  - Content based
  - Collaborative filtering
  - Hybrid
- Recommendation algorithm
- Themes and Questions for Future Expansion

Roadmap

- RS Model
- Role of RS in digital marketing
- Types of RS methods covered in this article
    - Content based
    - Collaborative filtering
    - Hybrid
- Recommendation algorithm
- Themes and Questions for Future Expansion
- Q&A

Roadmap

- RS Model
- Role of RS in digital marketing
- Types of RS methods covered in this article
  - Content based
  - Collaborative filtering
  - Hybrid
- Recommendation algorithm
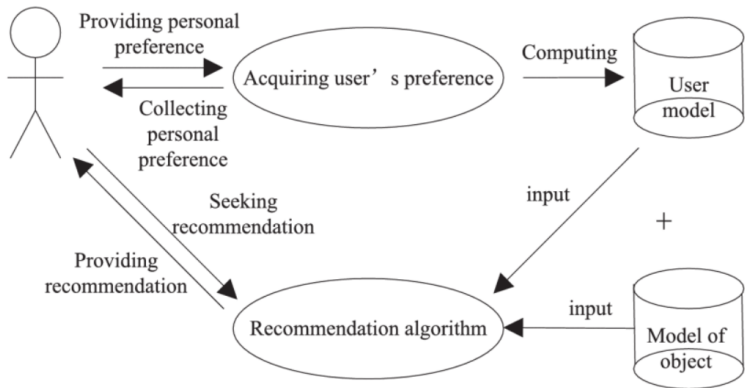- Themes and Questions for Future Expansion
- Q&A
- Sources

Figure: Model of recommender systems.

Role of RS in digital marketing

Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users.

Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users.

Why using RS?

Role of RS in digital marketing

Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users.

Why using RS?

Identification of relevant customers

Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users.

Why using RS?

Identification of relevant customers

Recognizing preferences of individual to create a possible interesting

Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users.

Why using RS?

Identification of relevant customers

Recognizing preferences of individual to create a possible interesting

Boosting customer engagement

Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users.

Why using RS?

Identification of relevant customers

Recognizing preferences of individual to create a possible interesting

Boosting customer engagement

Increase in both customer satisfaction and companies sales

Role of RS in digital marketing

Category	Recommendation systems
E-businesses	Amazon, eBay
Video	Netflix, YouTube
Social networking services	Facebook, X, weibo
Video games market	Steam, Epic Games Store

Table: Various applications of RS

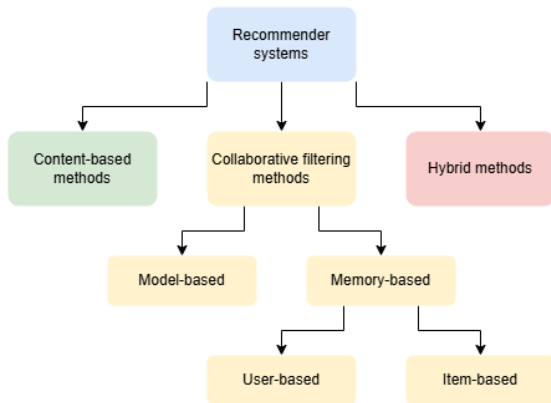# Types of RS methods covered in this article

These types of systems take into account the type of product an individual user likes and recommends them comparable/similar products based on their past activity

The collaborative recommender system studies people with similar tastes and recommends the user items based on those preferences. User-group behavior is of prime importance.

Hybrid

Because the huge datasets, widely varying global consumer base, more powerful computers, and intensely competitive market, it is crucial to give as accurate recommendations to the consumers as possible to not lose out. Hence it makes sense to combine multiple types of the recommender systems to be more accurate.

The most important part of RS

The most important part of RS

Efficiency of an RS directly depends on a recommendation algorithm

Focus more on a connection of RS and personalized advertising

Focus more on a connection of RS and personalized advertising

Do a research on a recommender algorithms and try to find criterias for the most optimised version

Future Expansion of this article

Focus more on a connection of RS and personalized advertising

Do a research on a recommender algorithms and try to find criterias for the most optimised version

Elaborate more on RS methods

Future Expansion of this article

Focus more on a connection of RS and personalized advertising

Do a research on a recommender algorithms and try to find criterias for the most optimised version

Elaborate more on RS methods

Combine obtained data from a research to propose an efficient RS model for personalized advertising

Q&A

Thank you for your attention!