Email Marketing

MINOR PROJECT REPORT

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Abstract

"Email marketing is broadcasting commercial messages to a group of people using email. Currently, email marketing is consistently delivering relatively high return on investment in a marketing field. However, collecting subscriber information and sending the email only to interested consumers is a major research issue in email marketing. This paper introduces a conceptual model for an effective email marketing system clustering and segmenting subscribers based on their activity throughout a marketing campaign. The model consists of two main components: Collecting subscriber activity data and Clustering and Segmenting subscribers. We performed a marketing experiment based on our model and analyzed subscriber activity data. Using our model, the overall performance of subscriber activity was improved after sending out email campaigns to segmented groups of subscribers based on their individual interest."