iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** IV **Month of publication:** April 2025

DOI: https://doi.org/10.22214/ijraset.2025.68986

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue IV Apr 2025- Available at www.ijraset.com

AI for Automated Email Marketing

Asst. Prof. N.Hiranmayee[1], P Naga Venkata Pranav[2], K Devi Mahendra[3], Md Vali Babu[4], R Akash[5], Ch A G D P Sairam[6], S Dundi Krishna[7]
Computer Science and Engineering Division Sri Vasavi Engineering College, an EducationalInstitution in Tadepalligudem, Andhra Pradesh, India

Abstract: ***In today's rapidly evolving digital marketplace, businesses face the challenge of effectively communicating with a diverse customer base, each possessing unique preferences and interests. Traditional manual approaches to creating and distributing personalized email campaigns are often resource-intensive and inefficient. This project introduces an innovative AI-driven system designed to automate the email marketing process, significantly reducing manual workload while enhancing customer engagement. The proposed system utilizes machine learning techniques, specifically TF-IDF vectorization and Cosine similarity algorithms, to generate accurate product recommendations and identify complementary items frequently bought together. Leveraging Flask for backend operations and React for the frontend, the platform offers users personalized recommendations directly derived from a product dataset. Additionally, it integrates seamlessly with the API, automatically dispatching targeted emails containing curated product suggestions. This automation not only optimizes marketing efficiency but also delivers tailored user experiences, thereby enhancing customer satisfaction and boosting potential sales conversions.***
Keywords: Automated Email Marketing, Product Recommendations, Flask, Collaborative Filtering, Cosine Similarity.

I. INTRODUCTION

In today's highly competitive digital landscape, effective communication through email marketing has become essential for businesses striving to maintain customer engagement and drive sales. Automated Email Marketing offers a powerful solution to streamline marketing efforts, enabling businesses to consistently deliver targeted and relevant content to diverse audiences.

Despite the evident benefits, traditional email marketing methods often involve manual processes, leading to inefficiencies and limited personalization. Businesses struggle to scale their marketing efforts without compromising on the quality of interactions and relevance to individual customers, which directly impacts customer satisfaction and loyalty.

Addressing these challenges, this project proposes a robust solution that integrates Artificial Intelligence (AI) with email marketing automation. Leveraging machine learning algorithms, the proposed system generates accurate Product Recommendations tailored specifically to individual customer preferences and buying behaviours.

The AI component utilizes advanced techniques such as TF-IDF (Term Frequency-Inverse Document Frequency) vectorization, which transforms textual product descriptions into numerical data. By applying Cosine Similarity on this transformed data, the system effectively identifies and recommends similar products to users based on their browsing and purchasing patterns.

In addition, Collaborative Filtering techniques are employed to recommend products that similar users frequently purchase together. This method significantly enhances the relevance and usefulness of email recommendations, thereby increasing customer engagement and potential conversions.

The technological framework of this solution employs Flask, a lightweight and flexible backend Python framework, to manage data processing, machine learning model operations, and API integrations. Flask’s simplicity and efficiency facilitate smooth backend management, ensuring robust performance and quick response times.

On the frontend, the React framework is utilized to deliver a responsive and user-friendly interface. This combination of Flask and React provides users with an intuitive and seamless shopping experience, enhancing interaction quality and overall satisfaction.

Finally, integrating the API allows the platform to automate email dispatch effectively. Personalized, AI-driven emails containing product suggestions based on Cosine Similarity and Collaborative Filtering algorithms ensure targeted communication, increasing user engagement and maximizing the potential for successful marketing outcomes.

II. LITERATUREREVIEW

As an initial and crucial step in our research, we delved into numerous studies focusing on the application of artificial intelligence (AI) in the realm of email marketing.

©IJRASET: All Rights are Reserved

This comprehensive literature review establishes the foundation for our work, analysing existing methodologies, comparing technological implementations, and drawing insights to develop a more intelligent, personalized, and scalable AI-powered email marketing solution.

Dimple Patil [1] explored how AI enhances email marketing through personalization, engagement, and customer retention. The study emphasized machine learning, NLP, and predictive analytics as core enablers in automating content creation, segmenting audiences, and optimizing send times. The author concluded that AI significantly improves user experiences by making emails more relevant, timely, and personalized, thereby increasing customer loyalty and ROI.

In their study, Dr. Somanchi Hari Krishna et al. [2] assessed email marketing's role in improving customer retention rates. Using a primary survey-based approach, their findings revealed that 78.3% of respondents find email marketing convenient, and 63.3% are satisfied with campaigns. This empirical evidence supports email marketing as an effective communication and retention tool, especially when AI-enhanced personalization is applied.

G. Abinaya and Dr. V. Manohar [3] reviewed the operational impact of AI in optimizing email campaigns. Their work highlighted AI's ability to personalize content, recommend optimal send times, conduct smart segmentation, and predict customer lifetime value. The authors outlined best practices, such as testing, compliance, and ethical data use, asserting that AI leads to improved targeting and engagement when responsibly implemented.

In another detailed analysis, Padmashree Dr. D.Y. Patil University and Hurix Digital [4] provided insights into how generative AI and sentiment analysis are transforming email marketing. Their study identified key techniques like Natural Language Generation (NLG), predictive analytics, and dynamic content optimization.[8] They concluded that AI enables faster campaign launches and more efficient performance benchmarking, ultimately resulting in stronger brand-customer relationships.

Dr. M. Ravichandran and Kishore Kumar K. [5] discussed how predictive analytics, A/B testing, and automation tools—when empowered by AI—have revolutionized traditional email marketing.[9] They emphasized that staying up-to-date with technology and data regulations ensures higher ROI, reinforcing the importance of ethical AI practices for long-term success.

Abinesh R.C and Rhytheema Dulloo [6] examined the balance between AI-driven personalization and user control in e-commerce. [7] Their work stressed the importance of algorithm transparency and customer consent in personalization strategies. This aligns with our goal of incorporating ethical AI for creating intelligent email journeys that respect user privacy and enhance trust.

III. PROPOSED SYSTEM

The proposed system introduces an AI-driven email marketing automation platform designed to deliver personalized and accurate product recommendations to users. Utilizing machine learning techniques, specifically TF-IDF vectorization combined with Cosine Similarity algorithms, the system analyzes textual data from product descriptions to identify and suggest products closely related to the user's interests.

Additionally, the system employs Collaborative Filtering to determine products frequently purchased together by similar user segments, thus further refining recommendation accuracy and enhancing user experience. By automating these processes, the proposed system significantly improves customer engagement through highly targeted and relevant email content, driving increased customer satisfaction and potential sales conversions.

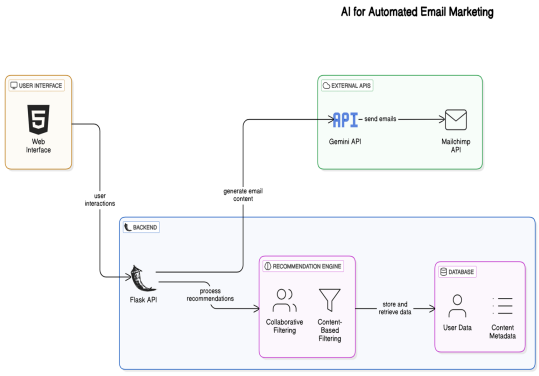


Fig -1: Proposed System Architecture

Shows the overall flow of data input, ML processes, and automated email dispatch.

1) User Interaction And Data Input

The system begins with user interaction through a secure React-based web interface. New users are prompted to log in using a pre-defined user ID from the dataset and a demo password. Upon successful login, users are redirected to a profile page where they must provide their email address. This email address is essential for enabling the automated mailing feature.

Once authenticated and email-verified, users can browse a product listing page where each product card contains a "View" button. If the user is not logged in, clicking "View" redirects to the login screen. If logged in, it navigates to the product detail page, initiating the recommendation and mailing processes.

2) Data Preprocessing And Feature Selection

The product dataset used contains key attributes such as product name, description, price, category, ratings, user data, and review details. Data preprocessing includes:

- Handling missing values in review or rating fields.
- Normalizing price and discount fields.
- Tokenizing and cleaning the product description text for vectorization.

Important features selected for machine learning models include category, price, rating, description, and user behaviour indicators such as average spend and preferred categories.

3) Modeling Similar Product Recommendations Using TF-IDF

To recommend similar products, TF-IDF (Term Frequency-Inverse Document Frequency) vectorization is applied on the cleaned product descriptions. Cosine similarity is then used to compute the closeness between product vectors.

When a user clicks the "View" button on any product card, the system identifies and lists the top 5 most similar products based on TF-IDF vectors. These recommendations are not only shown on the frontend (beneath the product description and above the "Add to Cart" button) but also sent to the user's email via a Flask-based API integration.

4) Bought Together Product Recommendations Using User Clustering

When users proceed to the cart and click the "Buy" button, the system triggers another email recommendation. This email contains products that similar users have purchased together.

To identify similar users, K-Means clustering is used to group users based on:

- Product categories most frequently purchased.
- Average purchase price.

This clustering helps the model understand purchasing patterns. Products frequently bought by users in the same cluster as the current user are compiled and sent as personalized "Frequently Bought Together" suggestions via email.

5) Email Dispatch Automation Using Flask And API

Flask handles backend operations including model execution and email dispatch. Upon key triggers (e.g., viewing a product or completing a purchase), Flask routes are activated to send emails using SMTP or third-party services like SendGrid.

- Email 1: Sent when a user views a product – contains 5 similar product recommendations.
- Email 2: Sent after the user clicks "Buy" – contains items bought together by similar users.

All email content is dynamically generated and formatted using HTML templates and embedded product links/images.

6) Frontend Interface And User Experience

The React frontend provides an intuitive and responsive experience:

- Home Page: Displays products in a grid with "View" buttons.
- Login Page: Prompts for user_id and demo password.
- Profile Page: Captures email for mail triggers.
- Product Page: Displays product details, image, and an "Add to Cart" button. Below this, a message—"Similar products are found using TF-IDF of product description." is shown, along with product suggestions.
- Cart Page: On clicking "Buy", email recommendations for "Bought Together" products are triggered.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

IV. RESULTS AND DISCUSSIONS

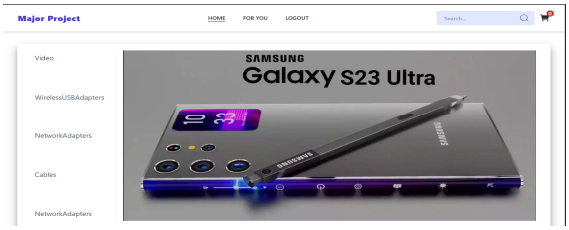


Fig -2: Home Page

Displays the initial product listing where users can browse items.

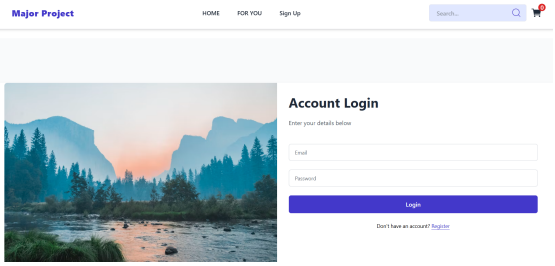


Fig -3: Login Page

Prompts users for credentials to enable personalized recommendations.

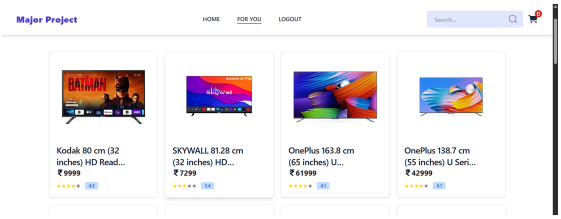


Fig -4: Recommendation Page

Showcases AI-driven product suggestions derived via TF-IDF and Cosine Similarity.

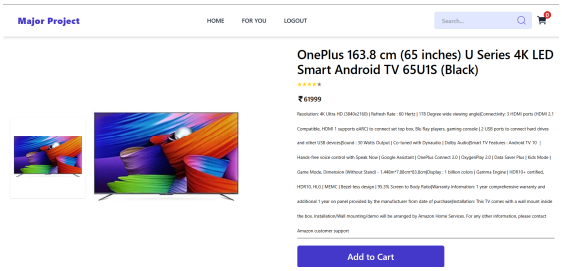


Fig -5: Product DescriptionPage

Highlights a product's details along with similar item recommendations.

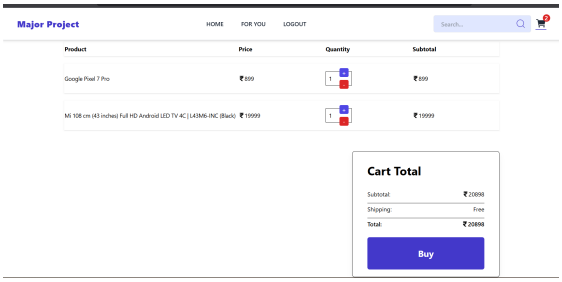


Fig -6: CartPage

Displays items selected for purchase, with an option to finalize checkout.

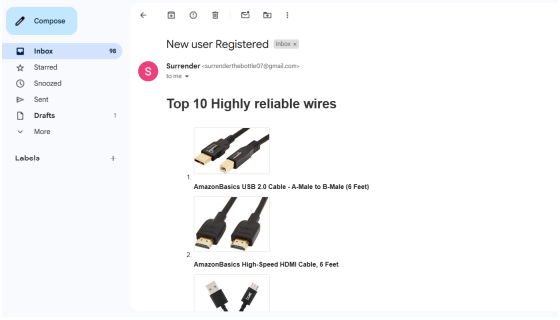


Fig -7: Email sent

Confirms dispatch of automated, personalized email recommendations.

V. CONCLUSION

The "AI for Automated Email Marketing" system brings a smart and efficient way to handle email campaigns by using Artificial Intelligence and Machine Learning. It helps businesses save time and effort by automatically generating personalized email content based on customer behavior, preferences, and past interactions. Unlike traditional marketing methods, this system improves customer targeting, increases engagement, and boosts conversion rates.

One of the major benefits of this project is its ability to analyze customer data and send the right message to the right person at the right time. With built-in features like subject line optimization, click-through prediction, and audience segmentation, it makes marketing more effective and user-friendly. The system also includes visual reports and graphs, making it easier for businesses to understand campaign results and improve future strategies.

As AI technology continues to advance, this email marketing tool will become even more powerful in understanding customer needs and creating high-performing campaigns. It is a valuable solution for modern businesses aiming to build strong relationships with customers, improve sales, and stay competitive in the digital market. This project proves that AI can play a major role in transforming the future of marketing.

VI. FUTURE SCOPE

1) Multilingual Email Campaign Support

To reach a global audience effectively, future versions of the system can incorporate multilingual Natural Language Processing (NLP) capabilities. This will allow businesses to create and send emails in multiple languages, ensuring personalized engagement with diverse customer segments across different regions.

2) Real-Time Customer Engagement and Response

Implementing real-time analytics can enable businesses to monitor customer interactions as they happen. This could allow for dynamic content adaptation, such as sending follow-up emails or promotional offers based on immediate user actions (like email opens or clicks), significantly boosting customer engagement.

3) Advanced Fake Engagement Detection

Integrating algorithms to detect spam bots, fake interactions (clicks/opens), or fraudulent engagement can help improve the reliability of performance metrics. This ensures that campaign effectiveness is evaluated using authentic user behaviour, leading to more informed marketing decisions.

4) Voice-Based Email Interaction

Future updates can allow voice command integrations for both marketers and users. For instance, marketers could dictate campaign messages using voice-to-text systems, and customers might respond to emails via voice commands—especially useful in smart home or mobile-first environments.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

5) Deep E-Commerce Platform Integration

Further linking the email system with e-commerce platforms like Shopify, WooCommerce, or Magento will enable direct access to customer behavior, inventory status, and order histories. This would empower businesses to automate highly contextual product recommendations and abandoned cart recovery campaigns.

6) Predictive Behavioral Analytics

Leveraging AI models to predict future customer actions based on past behavior can enhance the timing and content of email campaigns. This can include predicting when a customer is likely to make a purchase and proactively sending relevant offers or reminders.

7) Hyper-Personalized Add-On Recommendations

Enhance the recommendation engine to not only suggest main products but also smartly offer complementary add-ons based on previous purchases, browsing habits, or wishlist items. This helps in improving average order value and customer satisfaction.

8) A/B Testing Automation

Incorporate intelligent A/B testing mechanisms where the system can auto-generate multiple content versions, test them in real time, and automatically select the highest-performing variant for wider delivery—without manual intervention.

9) Self-LearningCampaign Optimization

Introduce a feedback loop mechanism where the system learns from each campaign's performance (open rates, CTRs, conversions) to refine subject lines, content tone, layout, and CTAs for future emails, making the system progressively smarter.

10) Scalability Across Multiple Channels

Expand beyond email to support multi-channel marketing including SMS, push notifications, and chatbots. This ensures that the AI-generated content can be adapted and deployed across all customer touchpoints for a unified experience.

11) Integration with CRM and CDP Systems

Connect with Customer Relationship Management (CRM) and Customer Data Platforms (CDPs) to unify customer profiles and maintain consistent messaging. This ensures that the insights and actions from email marketing are aligned with broader business strategies.

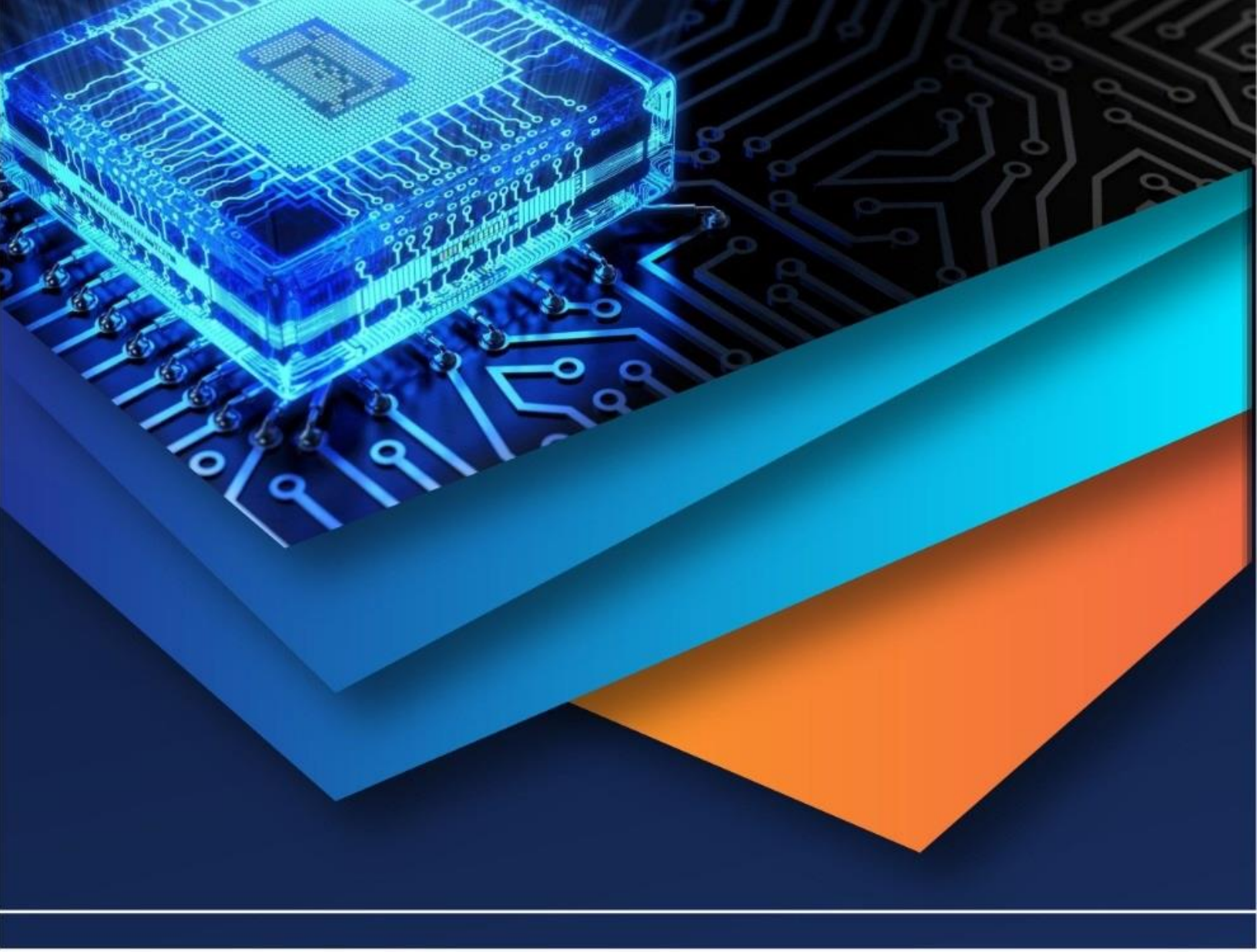
VII. ACKNOWLEDGEMENT

We extend our heartfelt gratitude to Mrs. N.Hiraanmayee, Assistant Professor, Department of Computer Science and Engineering, Sri Vasavi Engineering College. His unwavering support, insightful guidance, and continuous motivation have fostered a positive research atmosphere, significantly contributing to the successful completion of this project and inspiring us towards academic excellence and publication.

REFERENCES

[1] Dimple Patil Patil, D. (2024). Email marketing with artificialintelligence: Enhancing personalization, engagement, and customer retention. Journal of Digital Marketing Innovation, 4(2), 167–189. https://www.researchgate.net/publication/385772630
[2] Dr. Somanchi Hari Krishna et al. Goyal, D. P., Hari Krishna, D. S., & Mohite, S. (2022). Email marketing role in improving customer retention rates. Manager – The British Journal of Administrative Management, 58(151), 85–99. https://ssrn.com/abstract=5091785
[3] G. Abinaya & Dr. V. Manohar Manohar, V. (2024). The role of artificial intelligence in email marketing strategies. https://www.researchgate.net/publication/379311214
[4] Padmashree Dr. D.Y. Patil University & Hurix Digital Patil, D. (2024). Generative artificial intelligence in marketing and advertising: Advancing personalization and optimizing consumer engagement strategies. https://www.researchgate.net/publication/385885224
[5] Dr. M. Ravichandran & Kishore Kumar K. Kumar, K. (2024, August 20). A/B testing research.https://www.linkedin.com/pulse/ab-testing-research-kishore-kumar-8jkpe
[6] Abinesh, R. C., & Dulloo, R. (2024). *The impact of AI-driven personalization on customer satisfaction in digital marketing: Balancing technology, transparency, and control*.
[7] Tailwind Labs. (n.d.). *Tailwind CSS documentation*. Retrieved from https://tailwindcss.com
[8] scikit-learn Developers. (n.d.). *scikit-learn: Machine learning in Python*. Retrieved from https://scikit-learn.org
[9] PostgreSQL Global Development Group. (n.d.). *PostgreSQL: The world's most advanced open source database*. Retrieved from https://www.postgresql.org

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)