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Email Campaign:Using Subscriber Information

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Abstract — *Now a days; Email Campaigning is very popular in the marketing field. It is used to save time and increasing productivity of marketers. Currently email campaigning is giving high return on investment This paper introduce a model for effective email campaigning system..This system uses Probabilistic Naïve Bayes classification technique for classification of subscribers based on their activity data. System consist of two components: store subscribers session data in database and by using classification data mining technique campaign message is sent to users based on their individual interest. This system uses multithreading concept for simultaneously sending bulk amount of mails.*

Keywords- Email Campaigning , Naive Bayes classifier, Multithreading

I. INTRODUCTION

Online Campaigning is gaining very importance in recent year. It is the most attractive field for customers as well as marketers .Email Campaigning is mainly known for the most cheapest technique for online campaigning. It costs lower related to other campaigning techniques. Email can be created and send in very less amount of time. Email campaigning helps marketers to interact with the customers need and efficiently communicate with them with the help of offers and products campaign mails. We proposed a system for email campaigning. In our system there are two models first subscribers acquisition and tracking the subscribers activity data and storing it in server Database. And based on users activity we are using Probabilistic based Naïve Bayes Classifier for effectively classification of the users/subscribers based on their individual interest. After classification of subscribers we are sending Email campaign message to the interested peoples. To send bulk amount of mails at a time system uses Java based Multithreading for dividing the multiple mails in groups and sending them simultaneously. Multithreading increases the speed and overall performance of the system.

II. BACKGROUND

This section provides the background study of the Email Campaigning It has received the attention of many online market researchers. Researcher shows that we can get very high return on investment by using the Email Campaigning[1]. Campaigning techniques are improved to deliver the best services to the users. Various surveys have been conducted to improve the Email Campaigning[2]. Our proposed model deals with the effective Email Campaigning with help of Naive Bayes probabilistic classifier and Java multithreading. Even though present technology allows marketers to send bulk amount of mails their can be the chance of mails getting spam. So marketers should have to worry about the spamming rules and guidelines to avoid Email Spamming[4]

III. PROPOSED SYSTEM

In this paper we propose a system for effectively Email Campaigning[3]. The proposed system uses users session(activity) data to classify the user with respect to campaign mail and sending bulk amount mails by using multithreading in Java. To realize the system steps have been followed and described in this section. Initially the architecture diagram is given of the proposed system. After that systems Description is given.

3.1. Architectural diagram

The given fig-1 is architecture diagram of our proposed system. Our system is divided into three parts.
 1. Admin UI(Admin App)
 2. Client UI(Web App)
 3. Server
 In Admin UI we are designing the Admin app for admin to interface with the system. By using this interface Admin can Add/Manage Products. In client UI we are designing the Web App for client to interact with our system.By using Web App user can Log in search for the products, or can buy any product. Server maintains the log of users

activities on the Web App(i.e. open rate, click rate, product impression, purchase log).Server will apply the Effectve Naïve Bayes Classification data mining technique for classification of users based on their individual interest.
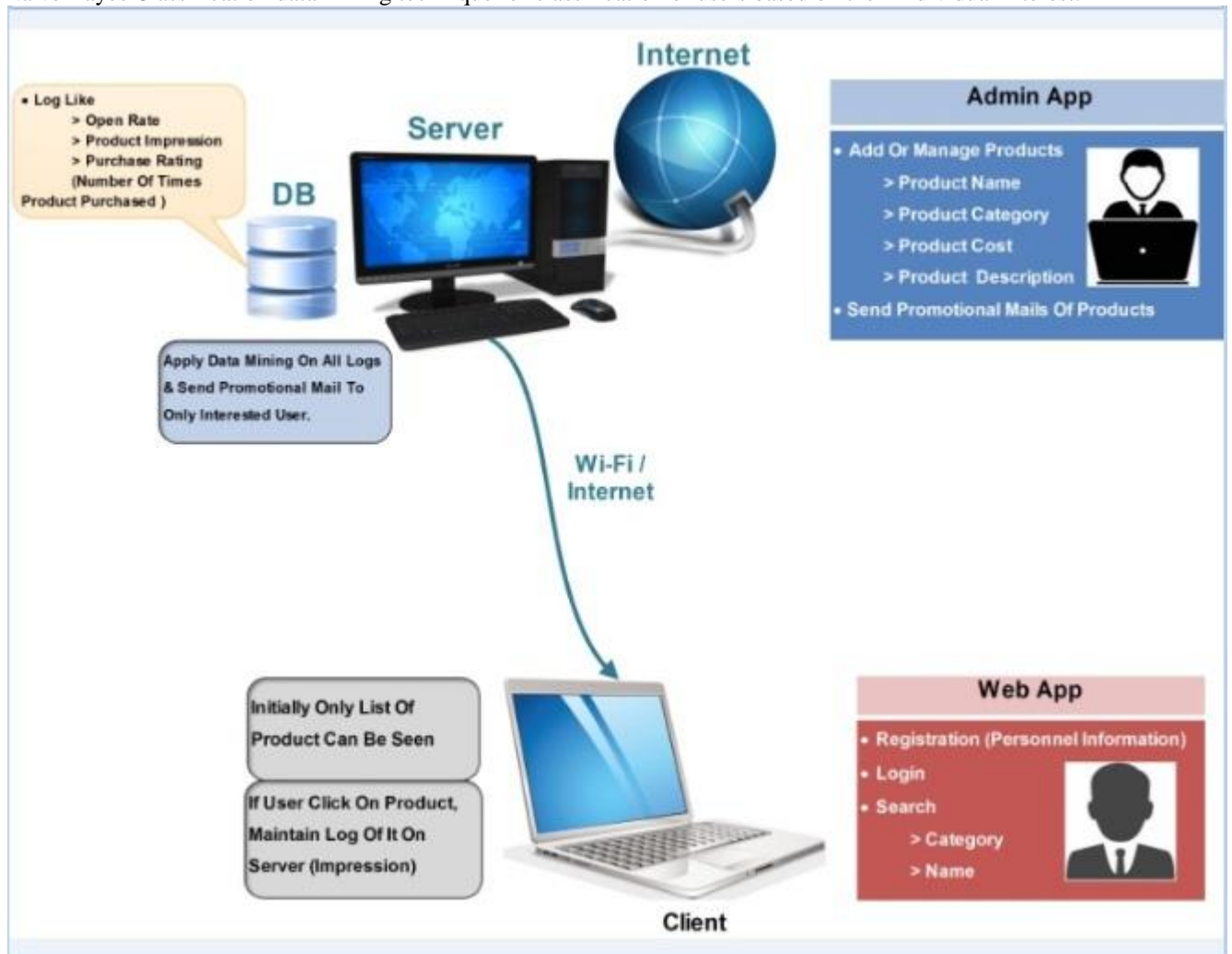

Fig-1 Architecture diagram

3.2. *System Description*

The system first have to acquiesce the Email Ids of the peoples by using the surveys, various product offers, guest user sign in forms, promotional advertisements, offline services. After acquisition of the Email Ids user will log in through Web App. Then server tracks the activities of the users by tracking their sessions on the Web App. Server uses this data and apply Naive Bayes classification technique for classifying the users based on their interest. Admin sends the campaign message to the users after classifying the users. Admin can also Add/manage Products in the system. System is using multithreading in java for sending bulk amount of mails at a time.

IV.   METHODOLOGY

4.1. *Naïve Bayes Algorithm:*

Naive Bayes Algorithm is Classification algorithm based on the Probabilistic values. It is very efficient technique for classification. Naive bayes algorithm classify the data based on probabilistic values of the data in the database. Inputs for the Naive Bayes algorithm are click rate, open rate, product impression, purchase log. Based on this data algorithm performs classification of the users based on the campaign message.

4.2. *Multithreading in Java:*

We are using multithreading in Java for effective sending of mails to number of users. Multithreading divides the users into groups and each group is assigned with thread and all the threads works simultaneously. Multithreading increases the speed of the system. Threads are independent so it doesn't affect another thread if exception occurred in single thread.
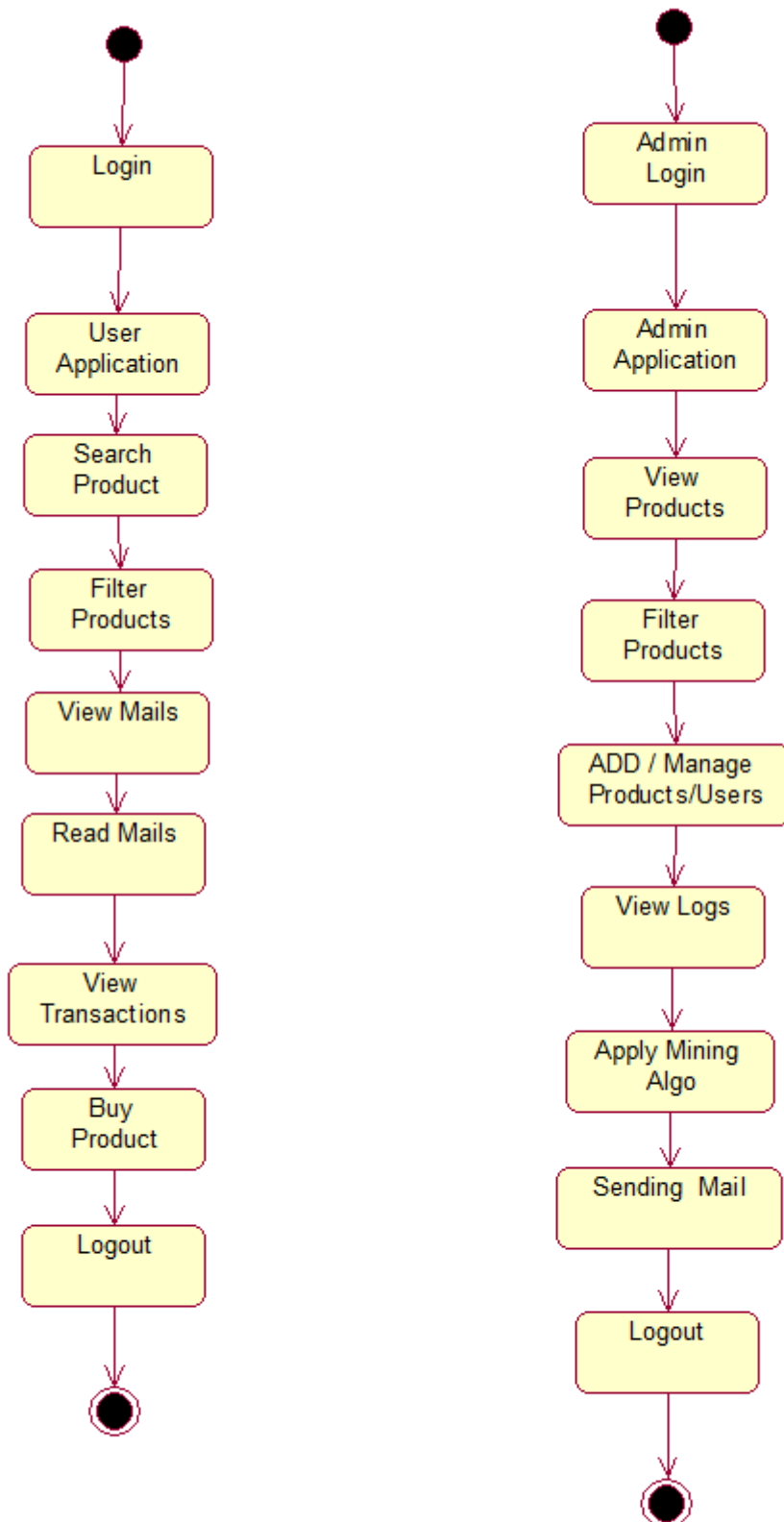
System consist of two Models Admin and Client process. Admin process consist of Adding new projects and modifying the available products. After login user searches for the products list.

V.   CONCLUSION

Our proposed system uses the effective model for Email Campaigning. This system focuses on subscribers acquisition and storing in the database on the server. This system uses effective Naïve Bayes technique for classification of users based on their individual interest. This system also uses multithreading in Java for sending mails.the This system is an innovative web based application that can be used for effective Email campaigning.

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