

Review Form 3

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_130795
Title of the Manuscript:	Personalization in Digital Marketing: A Review of Machine Learning Techniques in E-Commerce
Type of the Article	

PART 1: Comments

	Reviewer’s comment	Author’s Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	The paper titled “Personalization in Digital Marketing: A Review of Machine Learning Techniques in E-Commerce” examines how machine learning is transforming e-commerce marketing through AI, big data, and automation. It emphasizes the role of AI in creating personalized experiences that improve customer engagement. While the paper provides useful insights, some sections are repetitive, and it could benefit from more real-world examples. Overall, the paper has strong potential but would be more impactful with further refinement and updates to reflect the latest trends and research.	Thanks reviewer.
Is the title of the article suitable? (If not please suggest an alternative title)	<p>The title "Personalization in Digital Marketing: A Review of Machine Learning Techniques in E-Commerce" clearly shows the focus on personalization and machine learning in e-commerce. But it doesn't fully show that the paper also talks about other aspects of digital marketing, like trends, challenges, and its impact on different industries.</p> <p>A better title could be: "Advancing Digital Marketing in E-Commerce: A Review of Personalization Strategies and Machine Learning Applications" This title is more accurate because it highlights both personalization and machine learning, while also reflecting the broader topics discussed in the article.</p>	<p>The title is appropriate as it clearly conveys the manuscript's focus on personalization and machine learning in digital marketing for e-commerce. However, for a more concise and impactful title, consider: "Personalization in Digital Marketing: Leveraging Machine Learning for E-Commerce."</p> <p>So I will change it to above.</p>

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<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract gives a general idea of digital marketing, mentioning its benefits and the role of technologies like AI and big data, but it doesn't focus enough on the main topic of the paper, which is how machine learning helps personalize marketing in e-commerce. To improve it, the abstract should clearly state that the paper reviews machine learning in e-commerce, highlight specific findings like how it enhances customer engagement, and explain the challenges and recommendations. A better version would focus more on the main points and how the findings can help businesses or researchers use machine learning to improve their digital marketing strategies.</p>	<p>The abstract is well-structured, providing a clear overview of the study's focus on machine learning techniques in digital marketing and personalization. It effectively outlines the objectives and significance of the research. However, there are a few areas that could be improved for clarity and completeness. Here is my version that can adopted , if the authors feel appropriate”</p> <p>“ In the era of digital transformation, machine learning (ML) techniques have revolutionized personalized marketing, enabling businesses to enhance customer engagement through data-driven strategies. This paper presents a systematic review of ML applications in digital marketing and e-commerce, focusing on customer segmentation, recommendation systems, and targeted advertising. Specifically, it explores the role of collaborative filtering, deep learning, reinforcement learning, and hybrid AI models in improving personalization and predictive analytics.</p> <p>The findings indicate that deep learning-based models, such as neural networks and transformers, significantly enhance personalization accuracy, while reinforcement learning optimizes real-time bidding and dynamic pricing strategies. Hybrid recommendation systems outperform traditional methods by combining user behavior data with contextual insights to improve ad targeting and customer retention.</p> <p>Beyond theoretical insights, this study provides practical implications for marketers, data scientists, and e-commerce businesses, enabling them to optimize AI-driven personalization strategies for increased conversion rates and customer loyalty. However, challenges such as data privacy concerns, algorithmic biases, and high computational costs remain barriers to widespread adoption. Future research should focus on developing ethical AI frameworks to ensure fairness and transparency in automated personalization.”</p>
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>The manuscript is scientifically solid, as it covers important digital marketing concepts and technologies like AI, big data, and automation, and supports its points with well-known theories and recent research. It explains how these technologies help personalize marketing and improve customer engagement. However, some areas could use more detail. For example, the sources should be checked for credibility, and the paper could talk more about the challenges of digital marketing, such as ethical issues with data or biases in AI. Also, the explanation of machine learning and predictive analytics could be clearer for a more technical audience. Overall, the paper is good but could be more thorough in certain areas to make it even stronger.</p>	<p>Thanks reviewer.</p>
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The manuscript uses a lot of good references, including recent studies from 2020 to 2024, which helps it stay up to date with trends in digital marketing and AI. It covers a lot of different topics, like big data and digital tools, but there are some areas that could be explored more. For example, it could include more about the ethical issues with AI, privacy concerns, and how marketing works in new areas like the Metaverse or with AR/VR technology. Adding these kinds of references would make the paper more complete and cover important topics that are becoming more relevant.</p> <p>Additionally, the paper could include more about recent advancements in machine learning, especially how it's being used in e-commerce. For example, it could mention new machine learning models like deep learning or reinforcement learning that help with things like personalizing marketing and dynamic pricing. Adding references to studies on these topics, as well as ethical AI practices, would make the</p>	<p>Thanks reviewer.</p>

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	manuscript even stronger and more focused on the latest developments in the field.	
Is the language/English quality of the article suitable for scholarly communications?	The language of the manuscript is mostly okay, but it needs some improvement to make it clearer and sound more professional. There are a few grammar mistakes, awkward sentences, and phrases that are too long or confusing. For example, some sentences need to be reworded to make them easier to understand. The manuscript also repeats some ideas, and the use of technical terms isn't always consistent. To improve, the paper should be carefully proofread to fix grammar issues, make sentences shorter and clearer, and use a more formal tone. Getting help from an editor would make the paper more polished and easier to read for an academic audience.	The manuscript's language is generally clear.
Optional/General comments	The manuscript covers an important topic about machine learning in e-commerce marketing but needs more focus. It covers general digital marketing too much, making it hard to stay on the main topic. Some parts lack depth in recent machine learning techniques, and the writing needs editing for better clarity. Adding real-world examples or case studies would make it more practical. Overall, the paper has potential but needs revisions to improve focus, depth, and readability.	Overall, this manuscript presents a well-researched and structured review of machine learning techniques in digital marketing, specifically focusing on personalization strategies in e-commerce. The study is timely and relevant, given the increasing reliance on AI-driven marketing tools to enhance customer engagement and optimize targeted advertising. The paper effectively discusses various machine learning models and their applications, making it valuable for researchers, industry professionals, and businesses aiming to implement AI-based marketing solutions.

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	