

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.	This manuscript is highly relevant for the scientific community, particularly in the fields of digital marketing and e-commerce. It provides an in-depth review of machine learning techniques and their applications in personalization, which is critical for enhancing user experience and increasing customer engagement. The integration of AI, big data, and automation demonstrates a significant advancement in digital marketing strategies, offering actionable insights for both academic researchers and industry practitioners. Moreover, the paper addresses current challenges and future trends, making it a valuable resource for understanding the evolving landscape of digital marketing.	Thanks reviewer.
Is the title of the article suitable? (If not please suggest an alternative title)	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."	Ok, I will change it to “Personalization in Digital Marketing: Leveraging Machine Learning for E-Commerce.”

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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 is informative but can be made more concise and impactful. It currently lacks a structured flow and specific findings or contributions. I recommend emphasizing the role of machine learning techniques in digital marketing, summarizing key findings, and highlighting their implications for e-commerce. For instance, include a sentence on how machine learning improves ROI or enhances customer satisfaction.</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 sound, presenting a comprehensive review of relevant literature and methodologies. However, some sections, such as the "Key Components of Digital Marketing" and "Evolution of Digital Marketing," are overly descriptive and could be streamlined for better readability. Incorporating more case studies or examples demonstrating the practical application of machine learning would strengthen the manuscript.</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</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 references are sufficient and cover a broad range of recent studies. However, there is room to include additional citations focusing on the latest advancements in AI and machine learning within the last two years. Suggested additions include works on generative AI for personalization and neural networks in digital marketing.</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,</p>
<p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The manuscript's language is generally clear, but there are occasional grammatical errors and redundancies that need revision. Improving sentence structure and ensuring consistency in terminology will enhance readability. Engaging professional editing services or proofreading tools is recommended for polishing the manuscript.</p>	<p>Thanks reviewer.</p>
<p>Optional/General comments</p>		

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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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	