

# Product Marketing & Recommendation Architecture in AWS for e-commerce website

Product Marketing & Recommendation is one of features that online service websites has to create more user engagement, so online company can try something new together with users.

## Gliffy Macro Error

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An Amazon Relational Databases Services (Amazon RDS) Read Replica of customer and order databases is used by Amazon Elastic MapReduce (Amazon EMR) to compute user profiles and by Amazon Simple Email Service (Amazon SES) to send targeted marketing emails to customers.

Log files produced by the e-commerce web front end have been stored on Amazon Simple Storage Service (Amazon S3) and are consumed by the Amazon EMR cluster to compute user profiles.

A recommendation web service used by the web front end is deployed by AWS Elastic Beanstalk. This service uses the profile information stored on Amazon DynamoDB to provide personalized recommendations to be shown on the e-commerce web front end.

A marketing administration application deployed by AWS Elastic Beanstalk is being used by marketing managers to send targeted email campaigns to customers with specific user profiles. The application reads customer email addresses from an Amazon RDS Read Replica of the customer database.