

MARKETING METHOD AND APPARATUS BASED ON DEEP REINFORCEMENT LEARNING

ABSTRACT

Embodiments of the present specification provide marketing methods based on a deep reinforcement learning system, where the deep reinforcement learning system includes an agent and an execution environment, and the agent is configured to determine a marketing behavior based on a marketing strategy and status information of the execution environment. The method includes the following: obtaining, from the execution environment, multiple execution results corresponding to a user based on multiple target effects on a marketing effect chain; determining a reward score of reinforcement learning based on the multiple execution results obtained; and returning the reward score to the agent for the agent to update its marketing strategy.

FIG. 2B