

DEEP REINFORCEMENT LEARNING METHODS AND APPARATUSES FOR REFERRAL MARKETING

ABSTRACT

Embodiments of the present specification provide deep reinforcement learning
5 methods and apparatuses for referral marketing. The methods include the following:
fully obtaining state information of an execution environment, where the state
information includes at least user information of a current user, and can further
include scenario information of a scenario in which the user is located; then
determining a corresponding marketing behavior for the previous state information
10 based on a marketing strategy, where the marketing behavior includes a combination
of a marketing channel, marketing content, and a marketing time period; and next
obtaining a current reward score of the execution environment for the marketing
behavior, and updating the marketing strategy based on the current reward score, so as
to fully learn a marketing service process.

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FIG. 5