What Is Claimed Is:

1. A system, comprising:

at least one computer-readable storage medium including a set of instructions;

at least one processor in communication with the at least one computer-readable storage medium, wherein when executing the set of instructions, the at least one processor is configured to cause the system to:

generate a first plurality of ads including a first plurality of advertisement elements, and each of the first plurality of advertisement elements including one or more information components of a first plurality of information components;

transmit, via a network, the first plurality of ads to a first group of user terminals;

determine at least one of a click-through rate, a number of impressions, or a conversion rate for the first plurality of ads associated with the first group of user terminals;

determine at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components based on the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads;

obtain a ranking of the first plurality of information components based on the at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components; and

automatically generate a second plurality of ads including at least one information component of the first plurality of information components based, at least in part, on the ranking.

2. The system of claim 1, wherein to generate the first plurality of ads, the at least one processor is further configured to cause the system to:

obtain the first plurality of advertisement elements; and

generate at least one of the first plurality of ads according to two of the obtained first plurality of advertisement elements.

3. The system of claim 2, wherein to obtain the first plurality of advertisement elements, the at least one processor is further configured to cause the system to:

segment one or more pre-existing ads; and

obtain at least one of the first plurality of advertisement elements based on the segmentation of the one or more pre-existing ads.

4. The system of claim 1, wherein:

the plurality of information components include a plurality of images, and

the at least one processor is further configured to cause the system to:

obtain a number of impressions of the first plurality of ads;

determine, for each of the first plurality of advertisement elements, a click-through rate;

determine, for each of the first plurality of images, a click-through rate; and

determine a number of impressions of at least one of the first plurality of images based on click-through rates of the first plurality of advertisement elements, click-through rates of the first plurality of images, and the number of impressions of the first plurality of ads.

5. The system of claim 4, wherein to determine the number of impressions of the at least one of the plurality of images, the at least one processor is further configured to cause the system to:

determine a weight of the at least one of the first plurality of images, the weight being a ratio of a click-through rate of the at least one of the first

plurality of images to a click-through rate of an advertisement element including the at least one of the first plurality of images;

determine a total weight of the first plurality of images, the total weight being a sum of weights of the first plurality of images; and

determine the number of impressions of the at least one of the first plurality of images based on the weight of the at least one of the first plurality of images and the total weight of the first plurality of images.

6. The system of claim 1, wherein to determine the at least one of the click-through rate, the number of impressions, or the conversion rate of the first plurality of ads, the at least one processor is further configured to cause the system to: determine the at least one of the click-through rate, the number of impressions, or the conversion rate for of the first plurality of ads being displayed within a pre-determined time period.

7. The system of claim 1, wherein the at least one processor is further configured to cause the system to:

determine a number of clicks of each of the first plurality of ads;

determine a number of clicks of each of the first plurality of information components;

determine an average number of clicks of the first plurality of information components;

determine whether the average number of clicks of the first plurality of information components is greater than a threshold; and

in response to the determination the average number of clicks is greater than the threshold, analyze the number of clicks of each of the first plurality of ads and the number of clicks of each of the first plurality of information components to obtain an analysis result.

8. The system of claim 7, wherein the analysis result includes at least one of: a ranking of the first plurality of ads or an analysis of the first plurality of

information components.

9. The system of claim 7, wherein the threshold is 300.

10. The system of claim 1, wherein to determine the at least one of the click-through rate, the number of impressions, or the conversion rate of the first plurality of ads associated with the first group of user terminals, the at least one processor is further configured to cause the system to:

rank the first plurality of ads according to the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads.

11. The system of claim 10, the at least one processor is further configured to cause the system to:

assign a weight to the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads to generate at least one of a weighted click-through rate, a weighted number of impressions, or a weighted conversion rate of the first plurality of ads;

determine a sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate; and

rank the first plurality of ads according to the sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate.

12. The system of claim 10, the at least one processor is further configured to cause the system to:

assign a weight to the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of information components to generate at least one of a weighted click-through rate, a

weighted number of impressions, or a weighted conversion rate of the first plurality of information components;

determine a sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate of the first plurality of information components; and

rank the plurality of information components according to the sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate of the first plurality of information components.

13. The system of claim 1, wherein the plurality of information components include at least one of an image, a text, or a video.

14. The system of claim 1, wherein to determine the at least one of the click-through rate, the number of impressions, or the conversion rate of the first plurality of information components, the at least one processor is further configured to cause the system to:

determine a click-through rate of the first plurality of information components according to the click-through rate of the first plurality of ads;

determine a label of at least one of the first plurality of information components; and

determine a click-through rate of the label according to the click-through rate of the first plurality of information components.

15. The system of claim 14, wherein to determine the label of the at least one of the first plurality of information components, the at least one processor is further configured to cause the system to:

acquire an identifier of the at least one of the first plurality of information components;

determine a physical attribute of the at least one of the first plurality of information components according to the identifier;

determine a position of the at least one of the first plurality of information components in an ad; and

determine the label of the at least one of the first plurality of information components based on the physical attribute and the position.

16. The system of claim 15, wherein the physical attribute of the at least one of the first plurality of information component includes an area ratio of the at least one of the first plurality of information components in the ad, a color of the at least one of the first plurality of information components, a number of models included in the at least one of the first plurality of information components, a race of a model, a gender of a model included in the at least one of the first plurality of information components, or a package of a product included in the at least one of the first plurality of information components.

17. The system of claim 16, the at least one processor is further configured to cause the system to:

determine a label in an advertisement element level; and

determine a click-through of the label in the advertisement element level.

18. The system of claim 17, wherein to determine the label in the advertisement element level, the at least one processor is further configured to cause the system to:

generate a first label related to physical attributes of an advertisement element; and

generate a second label related to cultural attributes of the advertisement element.

19. A system for generating one or more ads, the system comprising:

at least one computer-readable storage medium including a set of instructions;

at least one processor in communication with the at least one computer-readable storage medium, wherein when executing the set of instructions, the at least one processor is configured to cause the system to:

access a database including a plurality of advertisement elements, each of the plurality of advertisement elements including at least one information component;

access a plurality of advertisement templates, each of the plurality of advertisement templates including at least one advertisement region, the at least advertisement corresponding to an advertisement element;

receive an ad generation request for generating one or more ads;

obtain one or more advertisement templates for the one or more ads to be generated according to the plurality of advertisement templates and the ad generation request;

insert one or more information components into the one or more advertisement template; and

generate the one or more ads based on the one or more advertisement templates inserted with the one or more information components.

20. The system of claim 19, wherein the at least one processor is further configured to cause the system to:

determine one or more size groups based on a plurality of advertisement slots;

obtain one or more layout templates based on the one or more size groups;

obtain a plurality of advertisement elements according to the one or more

layout templates; and

determine the one or more advertisement templates based on the plurality of advertisement elements and the one or more layout templates.

21. The system of claim 19, wherein the ad generation request includes an image as an information component to be generated, and the at least one processor is further configured to cause the system to:

determine one or more size scaling ratios of the image;

determine one or more spatial compression ratios of the image; and

generate one or more processed images for the image as the information component to be generated according to the determined one or more size scaling ratios and the determined one or more spatial compression ratios.

22. A system, comprising:

at least one computer-readable storage medium including a set of instructions;

at least one processor in communication with the at least one computer-readable storage medium, wherein when executing the set of instructions, the at least one processor is configured to cause the system to:

receive, via a network, a request for displaying an ad at a user terminal, the request including ad information, the ad information including at least one of: keyword information, size information of one or more advertisement slots on a web page, and a trigger condition for displaying an ad at the user terminal, wherein the keyword information includes information related to one or more keywords entered at the user terminal;

obtain an ad, the ad being generated in response to the request; and

dispatch, via the network, the generated ad to the user terminal.

23. The system of claim 22, wherein

the request includes the keyword information, the keyword information including information related to one or more keywords entered at the user terminal, and

to obtain the ad generated to in response to the request, the at least one processor is configured to cause the system to:

determining one or more labels based on the keywords;

determining a plurality of candidate ads based on the on one or more labels;

determining a matching probability of at least one of the plurality of candidate ads being associated with the one or more labels; and

determining the ad among the plurality of candidate ads based on the matching probability.

24. The system of claim 22, wherein:

the request includes the size information of one or more advertisement slots on the web page, and to obtain the ad generated to in response to the request, the at least one processor is configured to cause the system to:

determine an aspect ratio for each of the one or more advertisement slots;

obtain a plurality of layout templates;

determine an aspect ratio for each of the plurality of layout templates;

for the each of the plurality layout template, determine a similarity ratio between the layout template and the one or more advertisement slots according to the aspect ratios of the one or more advertisement slots and the aspect ratios of the plurality layout templates;

determine a target layout template based on the similarity ratios; and

generate the ad based on the determined target layout template.

25. The system of claim 22, wherein:

the request includes a trigger condition, and

to obtain the ad generated to in response to the request, the at least one processor is configured to cause the system to:

determine the ad based on the trigger condition and a relationship between an advertisement design of the ad and the trigger condition.

26. The system of claim 25, wherein the relationship between the advertisement design of the ad and the trigger condition is determined by a process, the process comprising:

obtaining an advertising design;

decomposing the advertisement design into a plurality of advertisement elements;

determining one or more images for each of the advertisement elements; and

determining the relationship according to the trigger condition for the one or more images.

27. A system, comprising:

at least one computer-readable storage medium including a set of instructions;

at least one processor in communication with the at least one computer-readable storage medium, wherein when executing the set of instructions, the at least one processor is configured to cause the system to:

determine at least one of: a click-through rate of a plurality of ads, a number of impressions of the plurality of ads, or a conversion rate of the plurality of ads; and

analyze the at least one of: the click-through rate of the plurality of ads, the number of impressions of the plurality of ads, or the conversion rate of the plurality of ads.

28. The system of claim 27, wherein:

the plurality of ads include a plurality of information components, and

the at least one processor is further configured to cause the system to:

determine a click-through rate of each of the plurality of information components according to the click-through rate of the plurality of ads;

determine a label of at least one of the plurality of information components; and

determine a click-through rate of the label of the at least one of the plurality of information components according to the click-through rate of each of the plurality of information components.

29. The system of claim 27, wherein:

one of the plurality of ads include an information component, and

the at least one processor is further configured to cause the system to:

determine a physical attribute of the information component;

determine a position of the information component in the one of the plurality of the plurality of ads; and

generate a label of the information component based on the physical attribute and the position of the information component.

30. A method implemented in a computing device, comprising:

generating a first plurality of ads including a first plurality of advertisement elements, and each of the first plurality of advertisement elements including one or more information components of a first plurality of information components;

transmitting, via a network, the first plurality of ads to a first group of user terminals;

determining at least one of a click-through rate, a number of impressions,

or a conversion rate for the first plurality of ads associated with the first group of user terminals;

determining at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components based on the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads;

obtaining a ranking of the first plurality of information components based on the at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components; and

automatically generating a second plurality of ads including at least one information component of the first plurality of information components based, at least in part, on the ranking.

31. The method of claim 30, wherein the generating the first plurality of ads comprises:

obtaining the first plurality of advertisement elements; and

generating at least one of the first plurality of ads according to two of the obtained first plurality of advertisement elements.

32. The method of claim 31, wherein to obtain the first plurality of advertisement elements comprises:

segmenting one or more pre-existing ads; and

obtaining at least one of the first plurality of advertisement elements based on the segmentation of the one or more pre-existing ads.

33. The method of claim 30, wherein:

the plurality of information components include a plurality of images, and

further comprises:

obtaining a number of impressions of the first plurality of ads;

determining, for each of the first plurality of advertisement elements, a click-through rate;

determining, for each of the first plurality of images, a click-through rate; and

determining a number of impressions of at least one of the first plurality of images based on click-through rates of the first plurality of advertisement elements, click-through rates of the first plurality of images, and the number of impressions of the first plurality of ads.

34. The method of claim 33, wherein to determine the number of impressions of the at least one of the plurality of images comprises:

determining a weight of the at least one of the first plurality of images, the weight being a ratio of a click-through rate of the at least one of the first plurality of images to a click-through rate of an advertisement element including the at least one of the first plurality of images;

determining a total weight of the first plurality of images, the total weight being a sum of weights of the first plurality of images; and

determining the number of impressions of the at least one of the first plurality of images based on the weight of the at least one of the first plurality of images and the total weight of the first plurality of images.

35. The method of claim 30, wherein to determine the at least one of the click-through rate, the number of impressions, or the conversion rate of the first plurality of ads comprises: determine the at least one of the click-through rate, the number of impressions, or the conversion rate for of the first plurality of ads being displayed within a pre-determined time period.

36. The method of claim 30, further comprises:

determining a number of clicks of each of the first plurality of ads;

determining a number of clicks of each of the first plurality of information components;

determining an average number of clicks of the first plurality of information components;

determining whether the average number of clicks of the first plurality of information components is greater than a threshold; and

in response to the determination the average number of clicks is greater than the threshold, analyze the number of clicks of each of the first plurality of ads and the number of clicks of each of the first plurality of information components to obtain an analysis result.

37. The method of claim 36, wherein the analysis result includes at least one of: a ranking of the first plurality of ads or an analysis of the first plurality of information components.

38. The method of claim 36, wherein the threshold is 300.

39. The method of claim 30, wherein to determine the at least one of the click-through rate, the number of impressions, or the conversion rate of the first plurality of ads associated with the first group of user terminals, comprises:

ranking the first plurality of ads according to the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads.

40. The method of claim 39, further comprises:

assigning a weight to the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads to generate at

least one of a weighted click-through rate, a weighted number of impressions, or a weighted conversion rate of the first plurality of ads;

determining a sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate; and

ranking the first plurality of ads according to the sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate.

41. The method of claim 30, further comprises:

assigning a weight to the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of information components to generate at least one of a weighted click-through rate, a weighted number of impressions, or a weighted conversion rate of the first plurality of information components;

determining a sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate of the first plurality of information components; and

ranking the plurality of information components according to the sum of the at least one of the weighted click-through rate, the weighted number of impressions, or the weighted conversion rate of the first plurality of information components.

42. The method of claim 30, wherein the plurality of information components include at least one of an image, a text, or a video.

43 The method of claim 30, wherein to determine the at least one of the click-through rate, the number of impressions, or the conversion rate of the first plurality of information components, comprises:

determining a click-through rate of the first plurality of information

components according to the click-through rate of the first plurality of ads;

determining a label of at least one of the first plurality of information components; and

determining a click-through rate of the label according to the click-through rate of the first plurality of information components.

44. The method of claim 43, wherein the determining the label of the at least one of the first plurality of information components comprises:

acquiring an identifier of the at least one of the first plurality of information components;

determining a physical attribute of the at least one of the first plurality of information components according to the identifier;

determining a position of the at least one of the first plurality of information components in an ad; and

determining the label of the at least one of the first plurality of information components based on the physical attribute and the position.

45. The method of claim 44, wherein the physical attribute of the at least one of the first plurality of information component includes an area ratio of the at least one of the first plurality of information components in the ad, a color of the at least one of the first plurality of information components, a number of models included in the at least one of the first plurality of information components, a race of a model, a gender of a model included in the at least one of the first plurality of information components, or a package of a product included in the at least one of the first plurality of information components.

46. The method of claim 45, further comprising:

determining a label in an advertisement element level; and

determining a click-through of the label in the advertisement element

level.

47. The method of claim 46, wherein to determine the label in the advertisement element level comprises:

generating a first label related to physical attributes of an advertisement element; and

generating a second label related to cultural attributes of the advertisement element.

48. A method implemented in a computing device for generating one or more ads, the method comprising:

accessing a database including a plurality of advertisement elements, each of the plurality of advertisement elements including at least one information component;

accessing a plurality of advertisement templates, each of the plurality of advertisement templates including at least one advertisement region, the at least advertisement corresponding to an advertisement element;

receiving an ad generation request for generating one or more ads;

obtaining one or more advertisement templates for the one or more ads to be generated according to the plurality of advertisement templates and the ad generation request;

inserting one or more information components into the one or more advertisement template; and

generating the one or more ads based on the one or more advertisement templates inserted with the one or more information components.

49. The method of claim 48, further comprising:

determining one or more size groups based on a plurality of advertisement slots;

obtaining one or more layout templates based on the one or more size groups;

obtaining a plurality of advertisement elements according to the one or more layout templates; and

determining the one or more advertisement templates based on the plurality of advertisement elements and the one or more layout templates.

50. The method of claim 48, wherein the ad generation request includes an image as an information component to be generated, and the method further comprising：

determining one or more size scaling ratios of the image;

determining one or more spatial compression ratios of the image; and

generating one or more processed images for the image as the information component to be generated according to the determined one or more size scaling ratios and the determined one or more spatial compression ratios.

51. A method implemented in a computing device, comprising:

receiving a request for displaying an ad at a user terminal, the request including ad information, the ad information including at least one of: keyword information, size information of one or more advertisement slots on a web page, and a trigger condition for displaying an ad at the user terminal, wherein the keyword information includes information related to one or more keywords entered at the user terminal;

obtaining an ad, the ad being generated in response to the request; and

dispatching the generated ad to the user terminal.

52. The method of claim 51, further comprising:

determining one or more labels based on the keywords;

determining a plurality of candidate ads based on the on one or more labels;

determining a matching probability of at least one of the plurality of candidate ads being associated with the one or more labels; and

determining the ad among the plurality of candidate ads based on the matching probability.

53. The method of claim 51, wherein the request includes the size information of one or more advertisement slots on the web page, and the method further comprising:

determine an aspect ratio for each of the one or more advertisement slots;

obtain a plurality of layout templates;

determine an aspect ratio for each of the plurality of layout templates;

for the each of the plurality layout template, determining a similarity ratio between the layout template and the one or more advertisement slots according to the aspect ratios of the one or more advertisement slots and the aspect ratios of the plurality layout templates;

determining a target layout template based on the similarity ratios; and

generating the ad based on the determined target layout template.

54. The method of claim 51, wherein the request includes a trigger condition, and the method further comprising:

determine the ad based on the trigger condition and a relationship between an advertisement design of the ad and the trigger condition.

55. The method of claim 54, wherein the relationship between the advertisement design of the ad and the trigger condition is determined by a process, the process comprising:

obtaining an advertising design;

decomposing the advertisement design into a plurality of advertisement elements;

determining one or more images for each of the advertisement elements; and

determining the relationship according to the trigger condition for the one or more images.

56. A method implemented in a computing device, comprising:

determining at least one of: a click-through rate of a plurality of ads, a number of impressions of the plurality of ads, or a conversion rate of the plurality of ads; and

analyzing the at least one of: the click-through rate of the plurality of ads, the number of impressions of the plurality of ads, or the conversion rate of the plurality of ads.

57. The method of claim 56, wherein the plurality of ads include a plurality of information components, and the method further comprises:

determining a click-through rate of each of the plurality of information components according to the click-through rate of the plurality of ads;

determining a label of at least one of the plurality of information components; and

determining a click-through rate of the label of the at least one of the plurality of information components according to the click-through rate of each of the plurality of information components.

58. The method of claim 56, wherein one of the plurality of ads include an information component, and the method further comprises:

determining a physical attribute of the information component;

determining a position of the information component in the one of the plurality of the plurality of ads; and

generating a label of the information component based on the physical attribute and the position of the information component.

59. A non-transitory computer readable medium embodying a computer program product, the computer program product comprising instructions configured to cause a computing device to:

generate a first plurality of ads including a first plurality of advertisement elements, and each of the first plurality of advertisement elements including one or more information components of a first plurality of information components;

transmit, via a network, the first plurality of ads to a first group of user terminals;

determine at least one of a click-through rate, a number of impressions, or a conversion rate for the first plurality of ads associated with the first group of user terminals;

determine at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components based on the at least one of the click-through rate, the number of impressions or the conversion rate of the first plurality of ads;

obtain a ranking of the first plurality of information components based on the at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components; and

automatically generate a second plurality of ads including at least one information component of the first plurality of information components based, at least in part, on the ranking.

60. A non-transitory computer readable medium embodying a computer

program product, the computer program product comprising instructions configured to cause a computing device to

access a database including a plurality of advertisement elements, each of the plurality of advertisement elements including at least one information component;

access a plurality of advertisement templates, each of the plurality of advertisement templates including at least one advertisement region, the at least advertisement corresponding to an advertisement element;

receive an ad generation request for generating one or more ads;

obtain one or more advertisement templates for the one or more ads to be generated according to the plurality of advertisement templates and the ad generation request;

insert one or more information components into the one or more advertisement template; and

generate the one or more ads based on the one or more advertisement templates inserted with the one or more information components.

61. A non-transitory computer readable medium embodying a computer program product, the computer program product comprising instructions configured to cause a computing device to:

receive a request for displaying an ad at a user terminal, the request including ad information, the ad information including at least one of: keyword information, size information of one or more advertisement slots on a web page, and a trigger condition for displaying an ad at the user terminal, wherein the keyword information includes information related to one or more keywords entered at the user terminal;

obtain an ad, the ad being generated in response to the request; and dispatching the generated ad to the user terminal.

62. A non-transitory computer readable medium embodying a computer program product, the computer program product comprising instructions configured to cause a computing device to:

determine at least one of: a click-through rate of a plurality of ads, a number of impressions of the plurality of ads, or a conversion rate of the plurality of ads; and

analyze the at least one of: the click-through rate of the plurality of ads, the number of impressions of the plurality of ads, or the conversion rate of the plurality of ads.