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(54) Title: METHOD AND SYSTEM FOR OPTIMIZING USER GROUPING FOR ADVERTISEMENT

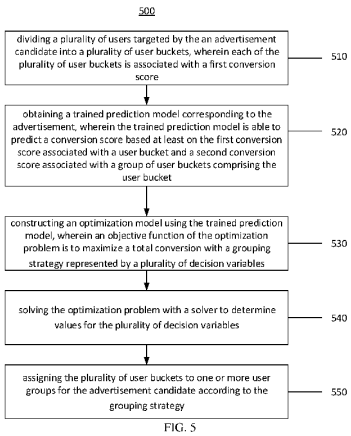

FIG. 5

(57) Abstract: Methods, systems, and apparatus, including computer programs encoded on computer storage media, for grouping users are provided. One embodiment of the methods includes: dividing a plurality of users targeted by the an advertisement candidate into a plurality of user buckets, wherein each of the plurality of user buckets is associated with a first conversion score; obtaining a trained prediction model corresponding to the advertisement, wherein the trained prediction model is able to predict a conversion score based at least on the first conversion score associated with a user bucket and a second conversion score associated with a group of user buckets comprising the user bucket; and constructing an optimization model using the trained prediction model, wherein an objective function of the optimization problem is to maximize a total conversion score with a grouping strategy determined by solving the optimization problem.

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