

ADVERTISEMENT GENERATION METHOD, COMPUTER READABLE STORAGE MEDIUM AND SYSTEM

ABSTRACT

The disclosure relates to an advertisement generation method and system. The advertisement generation method includes: acquiring click data of the advertisements subjected to advertisement exposure triggered by each user from various predetermined data source servers, and extracting picture style features of advertisement background pictures in the advertisement click data; during recommending of advertisements to predetermined users, analyzing the advertisement click data of the various users according to predetermined picture style features and a predetermined first analysis rule to obtain picture style features of advertisement pictures to be recommended corresponding to the various users; and generating recommended advertisements according to the obtained picture style features corresponding to the various users to recommend the recommended advertisements to the corresponding users. The disclosure can objectively or adaptively integrate the picture style features of other advertisements to improve the acceptance of advertisement and improve the advertisement production efficiency.

Fig. 1