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, wherein the determining of 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:

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 according to a position and a physical attribute of the 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;

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, the at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components including the click-through rate of the label of the at least one 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 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 the physical attribute of the at least one of the first plurality of information components according to the identifier;

determine the 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.

15. The system of claim 14, 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.

16. The system of claim 15, 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.

17. The system of claim 16, 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.

18. 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, wherein the determining of 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:

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 according to a position and a physical attribute of the 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;

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, the at least one

of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components including the click-through rate of the label of the at least one 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.

19. The method of claim 18, 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.

20. The method of claim 19, 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.

21. The method of claim 18, 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.

22. The method of claim 21, 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.

23. The method of claim 18, 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.

24. The method of claim 18, 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.

25. The method of claim 24, 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.

26. The method of claim 24, wherein the threshold is 300.

27. The method of claim 18, 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.

28. The method of claim 27, 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.

29. The method of claim 18, 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.

30. The method of claim 18, wherein the plurality of information components include at least one of an image, a text, or a video.

31. The method of claim 18, 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 the physical attribute of the at least one of the first plurality of information components according to the identifier;

determining the 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.

32. The method of claim 31, 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.

33. The method of claim 32, further comprising:

determining a label in an advertisement element level; and

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

34. The method of claim 33, 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.

35. 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, wherein the determining of 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:

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 according to a position and a physical attribute of the 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;

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, the at least one of a click-through rate, a number of impressions or a conversion rate of the first plurality of information components including the click-through rate of the label of the at least one 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.