# Conversion Prediction Using Multi-task Conditional Attention Networks to Support the Creation of Effective Ad Creatives

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Propose a new framework to support the creation of high-performing creatives:

Accurate prediction of pre-delivery creative text conversion to the consumer.
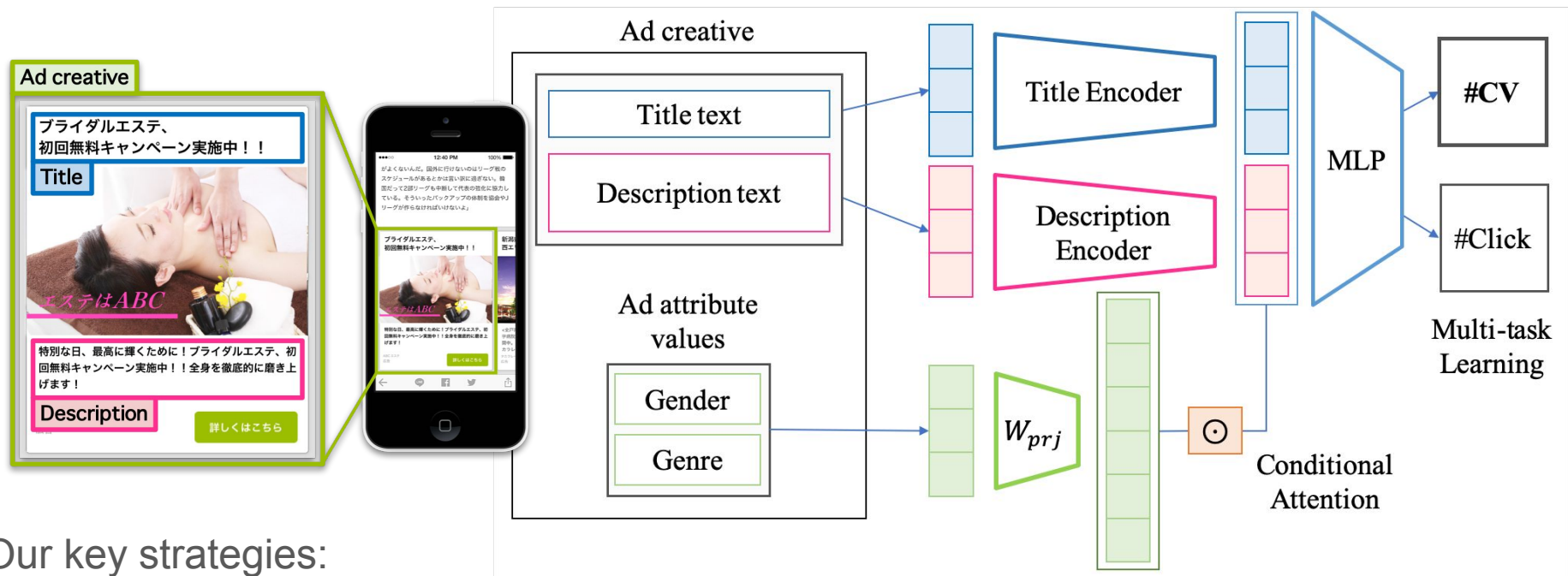
Our key strategies:

Multi-task learning: simultaneous estimation of #clicks and #conversions.

Conditional attention: NEW attention mechanism according to target consumers.

With real-world ad data, estimation performance for the ad conversion improved 3 - 5%.