**INTRODUCTION**

Search advertising is a common way of Internet marketing. Businesses purchase specific keywords according to the characteristics of the goods. When users enter these keywords, the corresponding advertising goods will be displayed in the pages that the user sees. The conversion rate of search advertisements is used as an index to measure the effect of advertising transformation, that is, the probability of advertising products being bought by users after clicking. With the rapid development of Internet, search advertising has become more and more popular in Internet advertising, and has become one of the most important business models in the Internet industry. In Feature Engineering, traditional feature processing methods are linear combination of original features, one-hot coding and so on. It is difficult to improve the recognition rate in traditional ways. This paper, taking Ali search advertising as the research object, proposes a feature processing method based on store and user data pre-analysis, which aims to pre-analyze the features, that is, the first prediction processing of the features of users and stores, and as a new feature. The results of this experiment take the size of Logarithmic Loss (Logless) as the evaluation standard. In general, we must correctly handle the features and reduce the Logless value as much as possible, which is the next problem we need to solve.