ctr和cvr分开建模，相比ctcvr直接建模的优势：电商场景的成交正样本是非常稀疏的，而负样本中又充斥着大量的easy负样本（未点击）。大量的easy负样本会影响模型的训练，具体可以参考[kaiming](https://www.zhihu.com/search?q=kaiming&search_source=Entity&hybrid_search_source=Entity&hybrid_search_extra=%7B%22sourceType%22%3A%22answer%22%2C%22sourceId%22%3A2751181049%7D)的focal loss论文。将ctr和[cvr](https://www.zhihu.com/search?q=cvr&search_source=Entity&hybrid_search_source=Entity&hybrid_search_extra=%7B%22sourceType%22%3A%22answer%22%2C%22sourceId%22%3A2751181049%7D)分开[建模](https://www.zhihu.com/search?q=%E5%BB%BA%E6%A8%A1&search_source=Entity&hybrid_search_source=Entity&hybrid_search_extra=%7B%22sourceType%22%3A%22answer%22%2C%22sourceId%22%3A2751181049%7D)的好处就显而易见了：相对[ctcvr](https://www.zhihu.com/search?q=ctcvr&search_source=Entity&hybrid_search_source=Entity&hybrid_search_extra=%7B%22sourceType%22%3A%22answer%22%2C%22sourceId%22%3A2751181049%7D)，ctr任务的正样本更丰富，可以让embedding等训练的更充分，cvr任务的负样本过滤掉了easy负样本（未点击）让模型训练更容易。