





Channel:

Email

Receivers: College Students



Persuasion Strategies and

Universal Adversarial Triggers (Chapter-2)





Understanding

Understanding content via behavior: Behavior-LLaVA (Chapter-3) ScantextGAN (Chapter-3)

Behavior Prediction based on content LCBM (Chapter-4)

Prediction

Content Generation based on behavior Henry (Chapter-5) EOIG (Chapter-5)



Receiver Effect:

Email Open: 38k Clicks: 5k

Purchases: 1k

Behavior

Content