

Nobody messes with your PDFs.





Receivers: College Students

Channel: Email

Understanding behavior via content:

Persuasion Strategies in Ads (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

Content

Behavior