Taboola

intel

2.5X speed up

in throughput over the original unoptimized code.[1]

Optimizing the World's Largest Content Recommendation Engine for AI

Taboola is the world's largest content recommendation engine, delivering tailored recommendations to more than a billion unique people every month. As the company continues to expand its online footprint and evolve the accuracy of its recommendation engine, it needs steady increases in the power and capacity of its computing infrastructure. To achieve higher performance without expanding their infrastructure footprint, Taboola engaged with Intel software engineers to optimize their code for Intel® Xeon® Scalable processors. The software optimization resulted in a 2.5X improvement in performance over the original, unoptimized code. Taboola is using those performance gains to deliver more and better recommendations at higher speeds.

Products and Solutions
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