Taboola

intel

1.74X improvement

in average maximum throughput when compared to previous generation.[1]

"It's great to have a hardware partner like Intel with the knowhow and engineering capacity to provide a host of solutions, and the knowledge of how to best utilize this hardware for many years to come,"

Ariel Pisetzky, VP of Information Technology & Cyber, Taboola

Taboola Improves AI-Driven Content Recommendation Engines

Taboola uses an AI-based prediction engine at the edge to deliver targeted content and recommendations most relevant to each visitors' unique preferences. The heart of Taboola's solution is a neural network based on the open source TensorFlow Serving framework. Taboola wanted to increase application throughput without sacrificing efficiency. Intel worked with Taboola to optimize and benchmark their prediction algorithm on 4th Gen Intel® Xeon® processors. The result was higher overall performance on their AI-driven recommendation engine. Part of the performance boost came from the Intel® Advanced Matrix Extensions accelerator, which improves AI capabilities on the CPU.

Products and Solutions
4th Gen Intel® Xeon® Scalable Processors
Intel® Advanced Matrix Extensions
Intel® Advanced Vector Extensions 512

Industry
Software
Development

Organization Size
1,001-5,000

Country
United States

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