




**2.5X  
SPEED UP**  
in throughput  
(recommendations/  
sec)<sup>1</sup>

“We chose Intel Xeon Scalable processors for AI due to their speed and cost benefits over NVIDIA GPUs. The time spent shuffling data back and forth to the GPUs negated their performance gains, and after working with Intel to optimize our code, I can now cut back my new server purchases and significantly increase the productivity of my existing servers.”

**Ariel Pisetzky, VP of  
Information Technology,  
Taboola**

# 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.

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