Taboola

Driving Meaningful Customer Engagement with AI-Driven Content Recommendations

> *Taboola delivers tailored recommendations to more than a billion unique Internet users every month to help them explore what's interesting and new. Optimizing on latest-gen Intel platforms will help us in multiple ways. This includes reducing response time and improving model accuracy. This will also help reduce operational costs as the server efficiency goes up."*
>
> Ariel Pisetzky,
> VP IT & Cyber, Taboola

With the average consumer exposed to thousands of ads every day, many are becoming more resistant to traditional online advertisements. Taboola's native advertising platform helps advertisers and publishers overcome this challenge and increase the engagement of their campaigns by recommending the content to the most receptive and relevant readers across top publishing sites. The solution leverages an AI-based prediction engine to deliver billions of personalized content recommendations to online users based on their previous user behavior.[1] Taboola's algorithmic audience targeting engages with the largest readership dataset of over 1 billion users, helping businesses increase their content's traffic, clicks, and conversions in a brand-safe environment consumers trust.[1]

Intel Products and Technologies
- Intel® Xeon® Scalable Processors Product Page
- Intel® Optimization for TensorFlow Introduction

Key Features

Automated Audience Targeting	Brand-Safe Advertising Environments	Largest Readership Dataset[1]	Campaign Analytics Dashboards

Verticals:
- Retail
- Advertising

Use Cases:
- Asset & Operations Optimization
- Interactive Media

Country/Geo:
Worldwide

Learn more:
- Taboola Website
- Taboola Demo

[1]Internal Taboola Estimate, Intel does not control or audit third-party data. You should consult other sources to evaluate accuracy.