

Recommendations in a Multi-Domain Setting:

Adapting for
Customization, Scalability & Real-Time
Performance

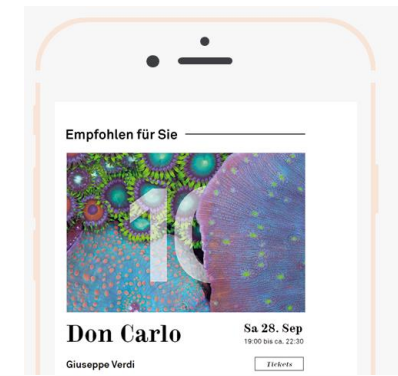
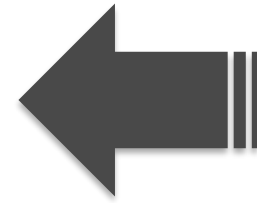


Emanuel Lacić
elacic@know-center.at
Operations Area Manager



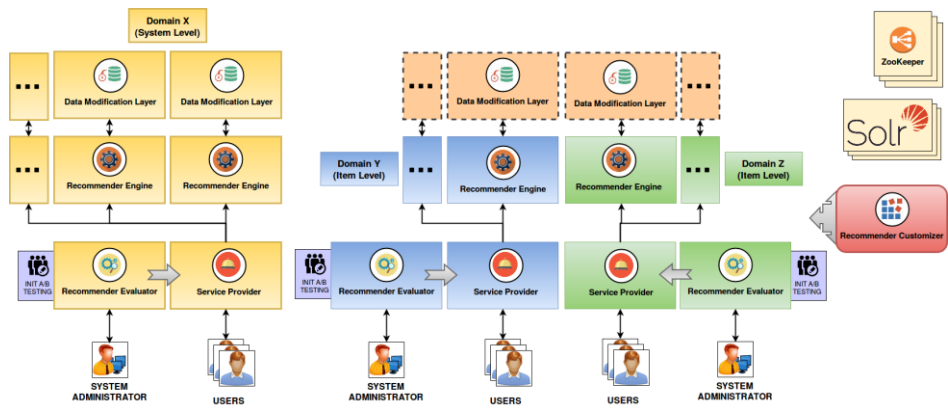
Dominik Kowald
dkowald@know-center.at
Research Area Manager

How to support a diverse set of domains?

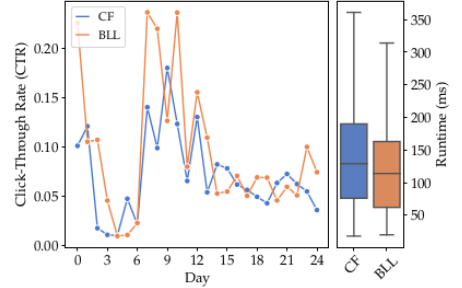


Content Personalization

Multi-Domain Setup

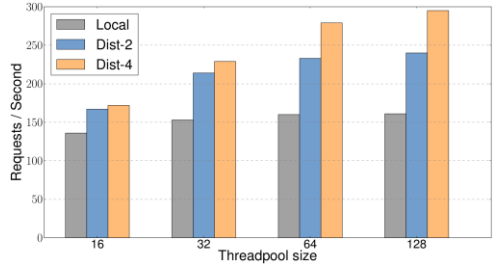
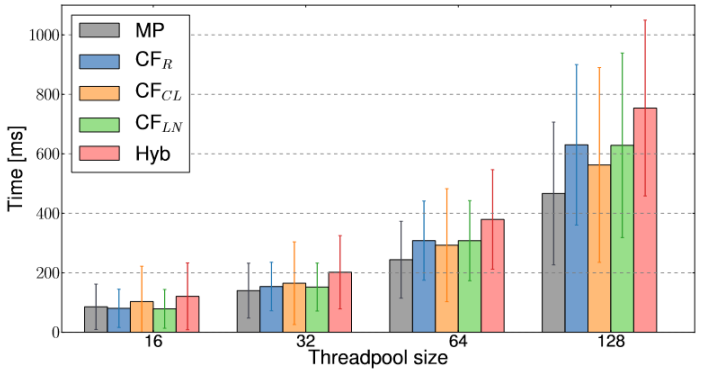


← CUSTOMIZE FOR REAL-TIME PERFORMANCE →



Days: 25
 # Distinct Users: 9,620
 # Recommendation Requests: 26,334

| Approach | CTR | ↗ | Runtime (ms) | ↘ |
|----------|---------|--------|--------------|--------|
| BLL | 0.0671* | 15.69% | 114** | 13.64% |
| CF | 0.0580 | | 132 | |



→ SCALE-UP

