Recommendations in a Multi-Domain Setting:

Adapting for Customization, Scalability & Real-Time Performance
How to support a diverse set of domains?
Multi-Domain Setup

CUSOMIZE FOR REAL-TIME PERFORMANCE

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

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