

Leveraging AI to deliver relevant and precisely targeted content.

Taboola relies on Dell PowerEdge servers to harness GenAI for publishers and advertisers to power billions of engaging content recommendations on the web.



Business needs

To meet the challenges of delivering interesting, relevant content recommendations to more than 500 million daily active users, Taboola needed a high-performance, highly scalable and secure infrastructure that could run AI inferencing and model training while reducing costs, overcoming space constraints and simplifying management.

Business results



Delivers up to 40 billion content recommendations to 1.5 billion unique users each month.



Enables 15,000 advertisers to precisely target prospects in a brand-safe environment.



Improved performance 76% with every new generation of PowerEdge servers within the same footprint.



Provides a lower total cost of ownership compared to the public cloud or other alternatives.



Allows Taboola to manage more than 10,000 servers across 10 global data centers with a staff of 15.

Solutions at a glance

- [Dell PowerEdge servers](#)
- [Integrated Dell Remote Access Controller \(iDRAC\)](#)
- [Dell ProSupport Plus](#)



Taboola's AI algorithms deliver 500,000 recommendations per second.

Artificial intelligence and especially generative AI are transforming our world. GenAI is changing how content is created and delivered, enabling greater personalization and improving performance and efficiency. With GenAI, content providers can interact directly with their data to supply more and better content and do it faster. And software developers can generate and check more code quickly as well.

Taboola, a leading content recommendation platform, works with top digital property owners and publishers to foster audience engagement and monetization by serving up approximately four billion precisely targeted web pages per day. The company provides 40 billion relevant, interesting content recommendations to over 500 million unique users every day. This has attracted more than 15,000 advertisers that use Taboola to effectively reach active, engaged users in a brand-safe environment.

Dell PowerEdge servers provide the massive amounts of high-performance, scalable compute power Taboola needed in order to take full advantage of AI for both front-end inferencing and back-end model training.

"AI can be used for any task from inferencing to machine learning to deep learning — to find patterns and solutions that would be difficult or impossible for humans to identify," says Ariel Pisetzky, vice president of IT and cybersecurity at Taboola. "Generative AI is here and it's here to stay. Dell PowerEdge servers provide the extraordinary power needed to run our AI."

Gaining an edge in AI inferencing and modeling.

Taboola's deep learning models infer user preferences while its AI algorithms deliver 500,000 recommendations per second of what's new and interesting to users. Taboola's unique applications of GenAI and other technologies help publishers build new audiences, engage users and keep them coming back for more — maximizing time on site and enhancing user satisfaction.

Advertisers can efficiently reach consumers on top editorial sites through Taboola. For example, Taboola partners with many of the largest advertisers and recently became the exclusive native advertising partner for Yahoo's digital properties, signing a 30-year agreement to serve nearly 900 million monthly active users worldwide.

Taboola continually trains its sophisticated models with deep neural networks, so the inferencing algorithms will always provide the most accurate, personalized recommendations — and consistently improve over time.

To drive its AI-based inferencing and modeling applications, Taboola relies on multiple generations of PowerEdge servers with Intel® Xeon® processors and NVIDIA graphics processing units (GPUs).

"PowerEdge servers accelerate our AI innovations with extreme compute capabilities in a compact form factor," Pisetzky explains. "In addition, our PowerEdge C series servers offer high performance and density for scale-out workloads."

Taboola brings together hundreds of PowerEdge servers connected via a non-blocking network to create high-performance computing (HPC) clusters. These run the company's homegrown applications in a Kubernetes Docker container environment, which helps to streamline development and deployment.

"Every new generation of PowerEdge servers provides a new level of performance within the same footprint," remarks Pisetzky. "We're seeing anywhere from a 30% to a 76% improvement per generation. Rather than growing our data center, we can enhance our density while producing all the power we need."

Managing thousands of servers.

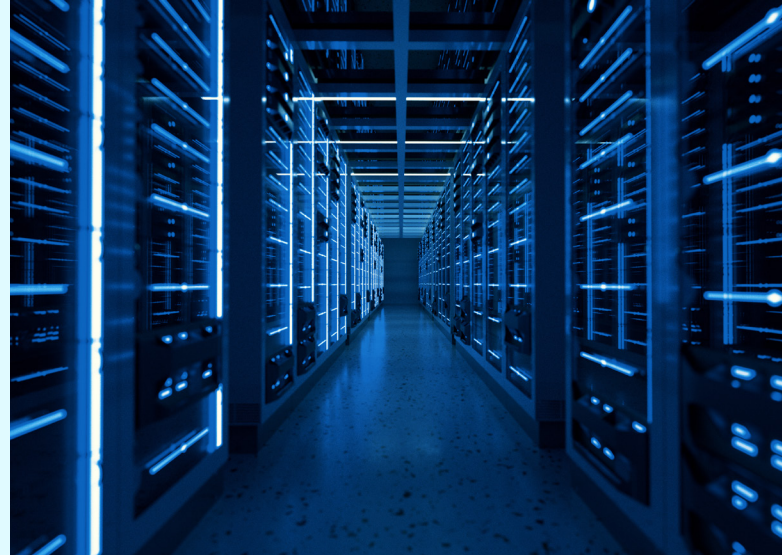
Taboola has more than 10,000 servers distributed across 10 data centers worldwide. With an IT staff of only 15 people, effective server management might have been a challenge. Pisetzky and his team use the Integrated Dell Remote Access Controller (iDRAC) to easily deploy, update and monitor their PowerEdge servers anytime, anywhere.

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VP of IT and Cybersecurity, Taboola

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“iDRAC is essential to the way we manage our PowerEdge servers across our data centers,” Pisetzky relates. “It streamlines support, provides scalable automation for improved productivity and establishes a chain of trust that our servers are secure – even when we move them from place to place.”

Partnering to lower costs.

By partnering with Dell Technologies, Taboola can also be more innovative and achieve a lower total cost of ownership than it could otherwise.

“Advertisers pay less for their ads and publishers enjoy better performance,” notes Pisetzky. “Plus, our partnership with Dell Technologies helps us refine our AI inferencing to deliver improved recommendations to users.”

Pisetzky and his team rely on Dell Technologies services such as Dell ProSupport Plus for proactive, personalized support led by a dedicated individual within the services organization.

“Although we manage thousands of servers on our own with just a handful of IT professionals, we value the helping hand we receive from Dell ProSupport Plus,” Pisetzky comments.

He concludes, “For us, the future involves even more platforms, publishers and support for additional devices. As Taboola grows, Dell Technologies will be essential in helping us leverage AI to innovate and deliver creative, reliable services.”

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