October 2024

Building a Cutting-Edge Recommendation & Search Platform

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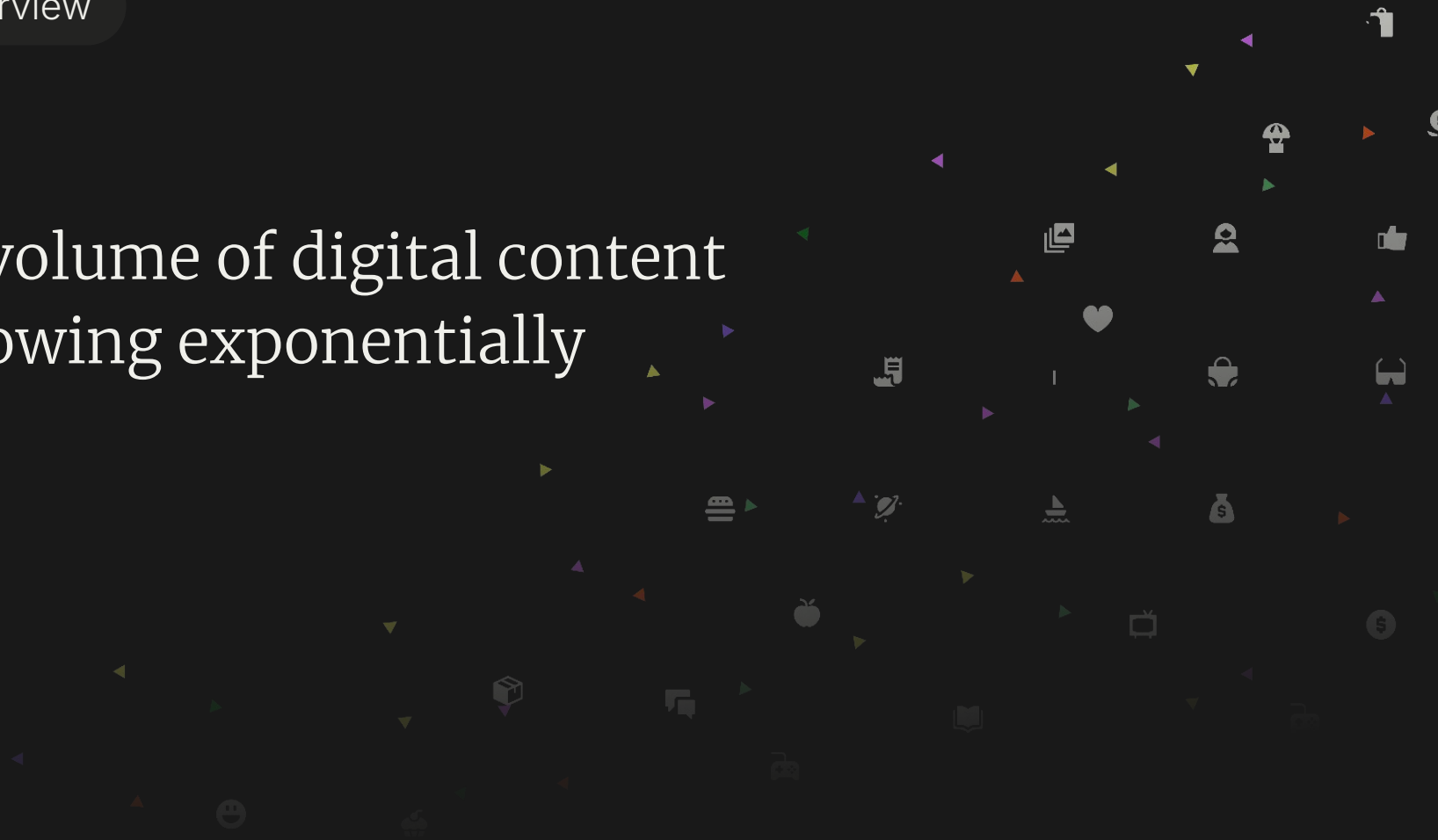
The volume of digital content is growing exponentially

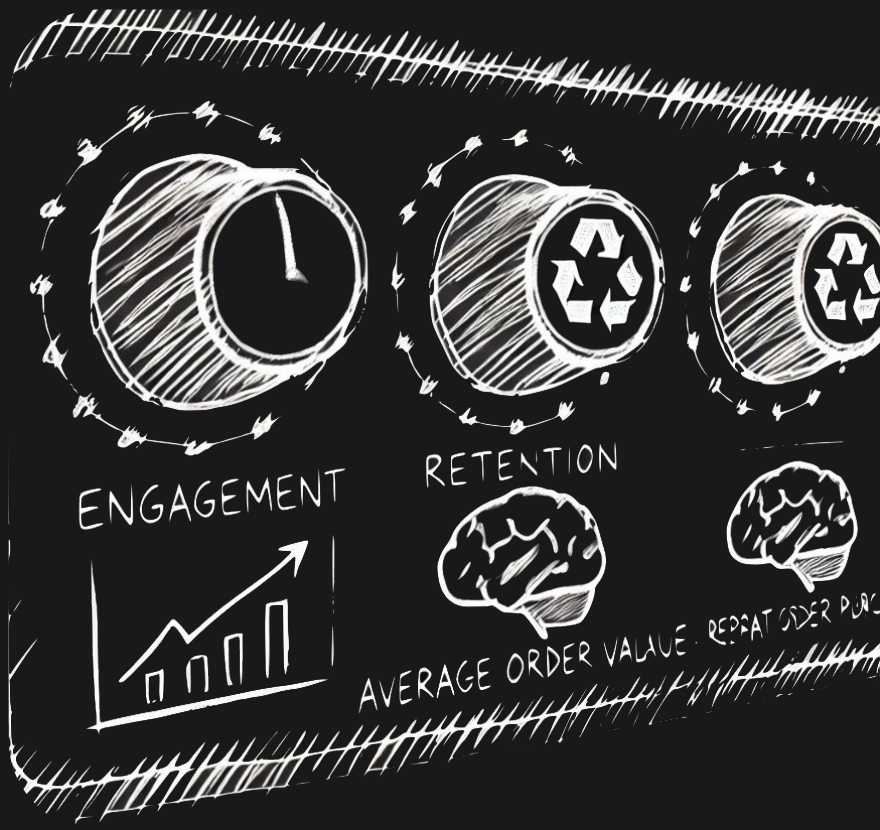


Overview

Businesses require relevant search and recommendations to help users sift through the noise

Overview

AI driven search and recommendations is a lever for driving growth



Why is it hard?

- Heterogeneous data sources
- Heterogeneous data modalities
- Infrastructure scalability
- Monitoring & Interpretability
- Rapid experimentation
- Keeping up with research

How about building it yourself?

- Data Engineers
- Machine Learning Engineers
- AI Research Scientists
- Cloud Engineers
- Data Scientists

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Model CLI

Effortlessly connect your data and create recommendation and search models from the command line.

Serverless API

Deploy personalization into any application or website using our SDKs and scalable endpoints.

Cloud Platform

Manage your models and datasets, interpret results and monitor performance.

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How it works

Your Data Sources

Model API

Model Training

Content Understanding

Continuous Deployment

Real-time Feature Store

Ranking Strategy

Monitoring

Rank API

Your App

Personalized

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Why Shaped?

Easy Set-Up

Real-time Adaptability

SOTA Model Library

Highly Customizable

Explainable Results

Secure Infrastructure

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Case Studies

hang

Increased Redemption Rate by ▲4x

TRELA

Increased Average Order Value by ▲16%

breakr

Increased diversity by ▲3x

www.shaped.ai/case-study

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Customers

AfterHour · breakr · Outdoorsy · TRELA

kogan · checkmate. · PLAYBOOK · fetch

hang · QVC · DEV · Locker

100M+
Users and items

1,000+
Queries per second

1B+
Requests

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Solutions For Everyone

Marketplaces

Optimize all sides of any marketplace. Improve every step of a buyers' and sellers' experience.

Social Media

Turn traffic into community. Boost engagement and retention.

Media Platforms

Turn traffic into subscriptions. Boost revenue and engagement.

E-commerce

Turn traffic into conversions. Boost engagement and retention.

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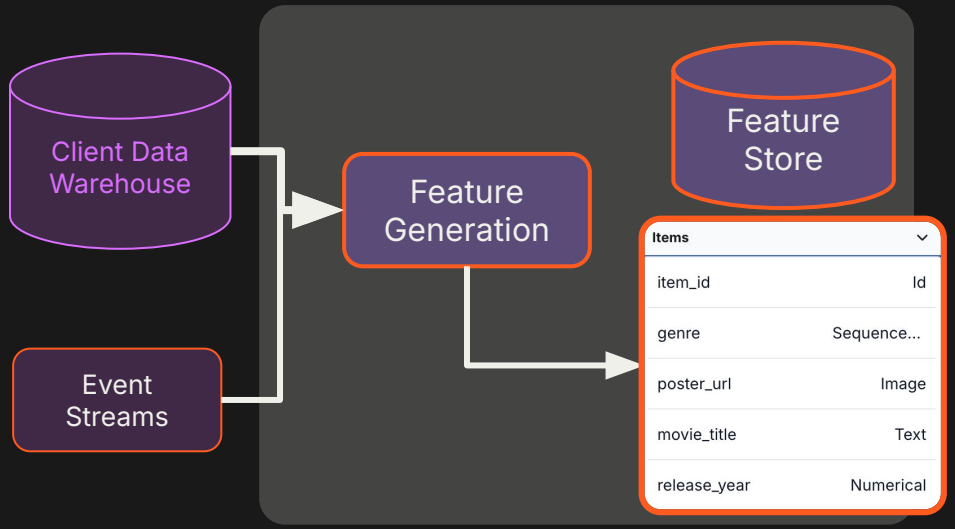
Where do we use LLMs?



1

During the feature generation step we use LLMs to infer feature types and feature combinations. This provides a generalized way to perform feature engineering across many use-cases.

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Where do we use LLMs?

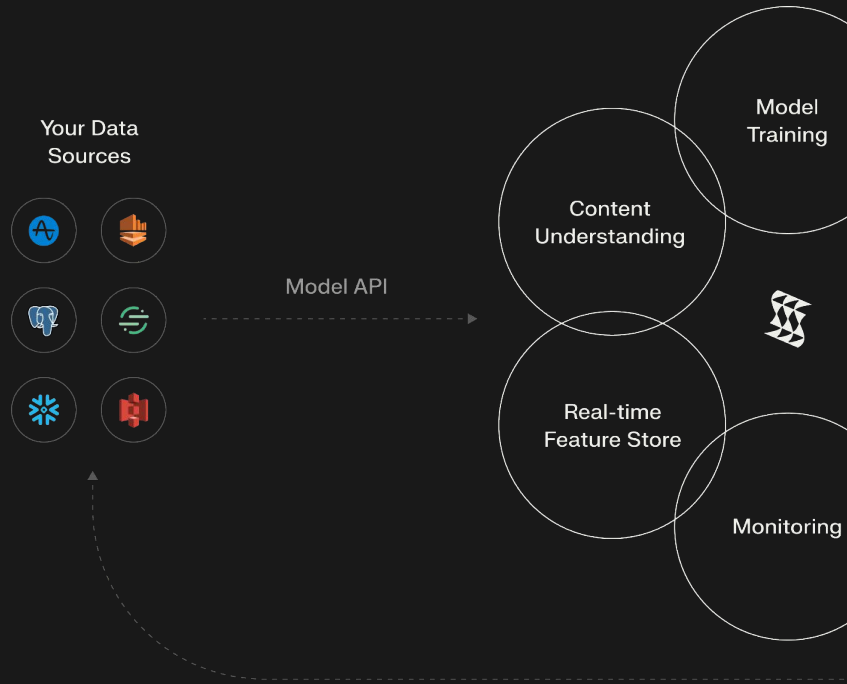
2 Error message summarization for all model APIs!

Model status

Warning: There was an error when fetching:

Internal error, datatypes of join keys don't match

`item_id`: str on left does not match `item_id`: null on right



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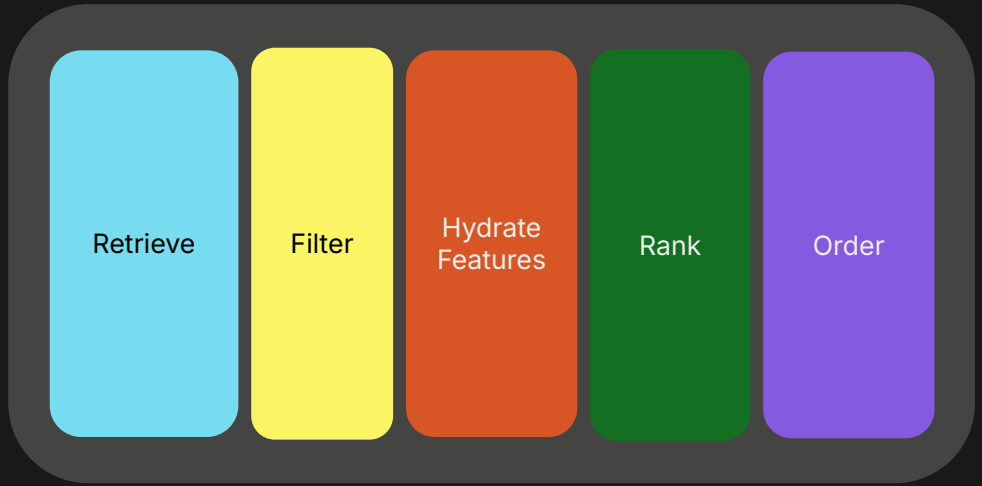
Where do we use LLMs?



3

Experimented with LLM text embeddings (e.g. LLaMA-7B), however, fine-tuned, BERT variant models typically performed comparably so we don't use them often.

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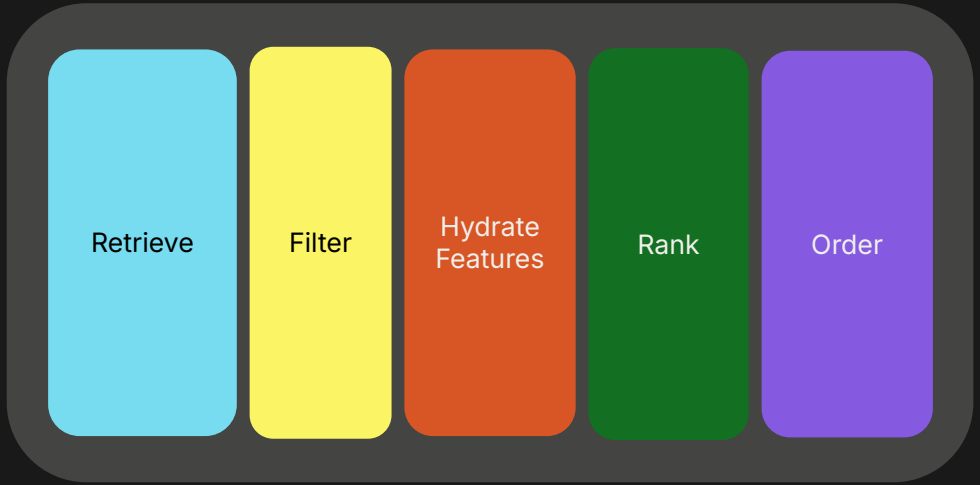
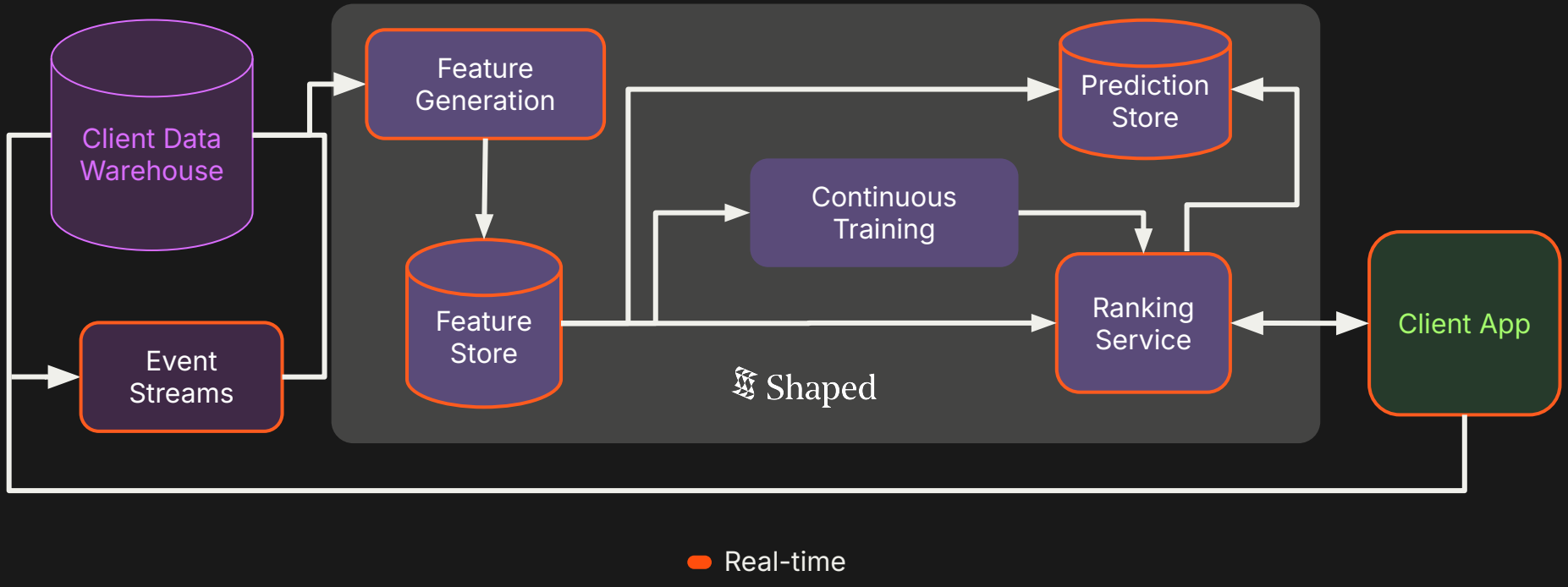
Where do we use LLMs?

4 Experimented LLM (e.g. LLaMA-7B) as a list-wise, recommender, however, although it is more flexible, the performance wasn't better than simpler scorers.



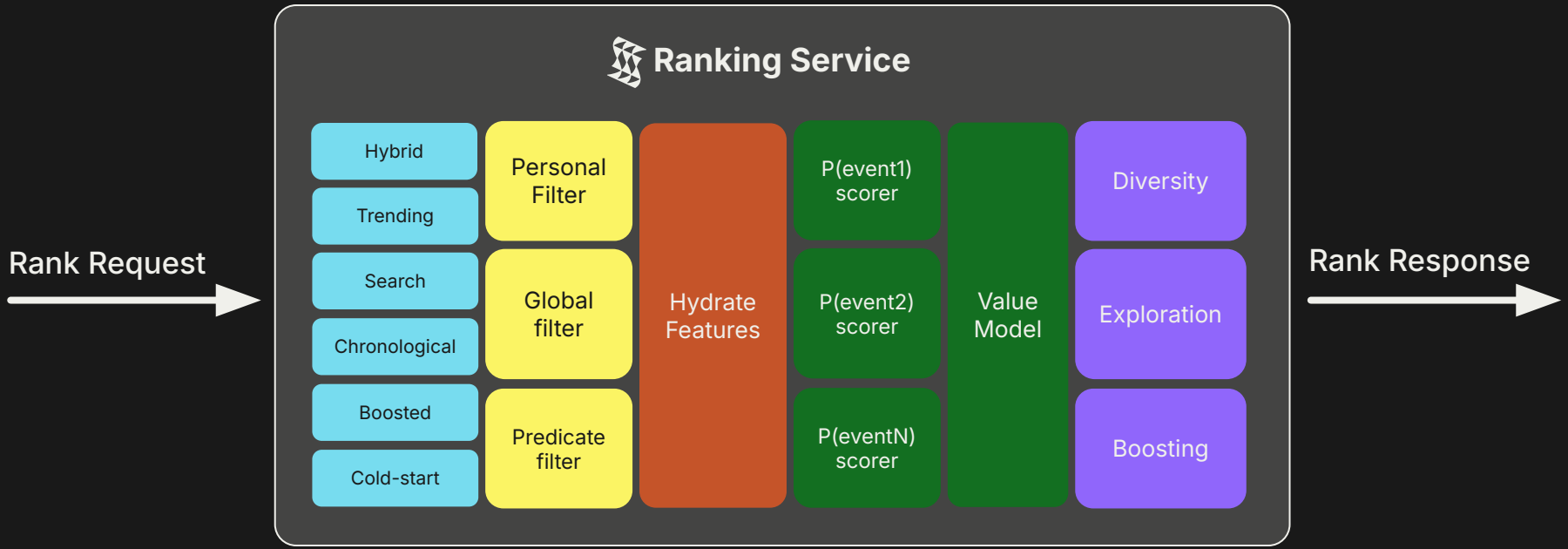
Today

Shaped Architecture Today

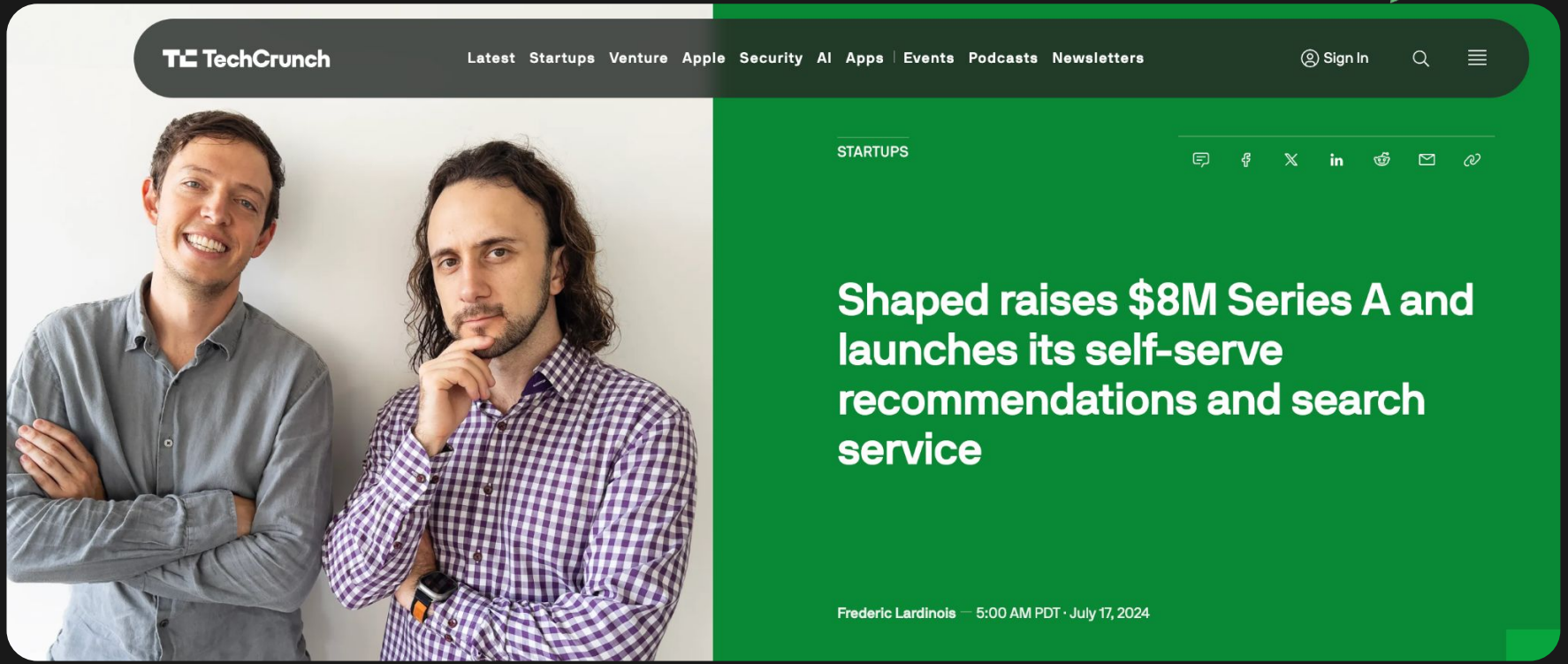


Today

Shaped Ranking Today



Come join us!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STARTUPS
Shaped raises $8M Series A and launches its self-serve recommendations and search service
Frederic Lardinois — 5:00 AM PDT · July 17, 2024

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www.dashboard.shaped.ai/register

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