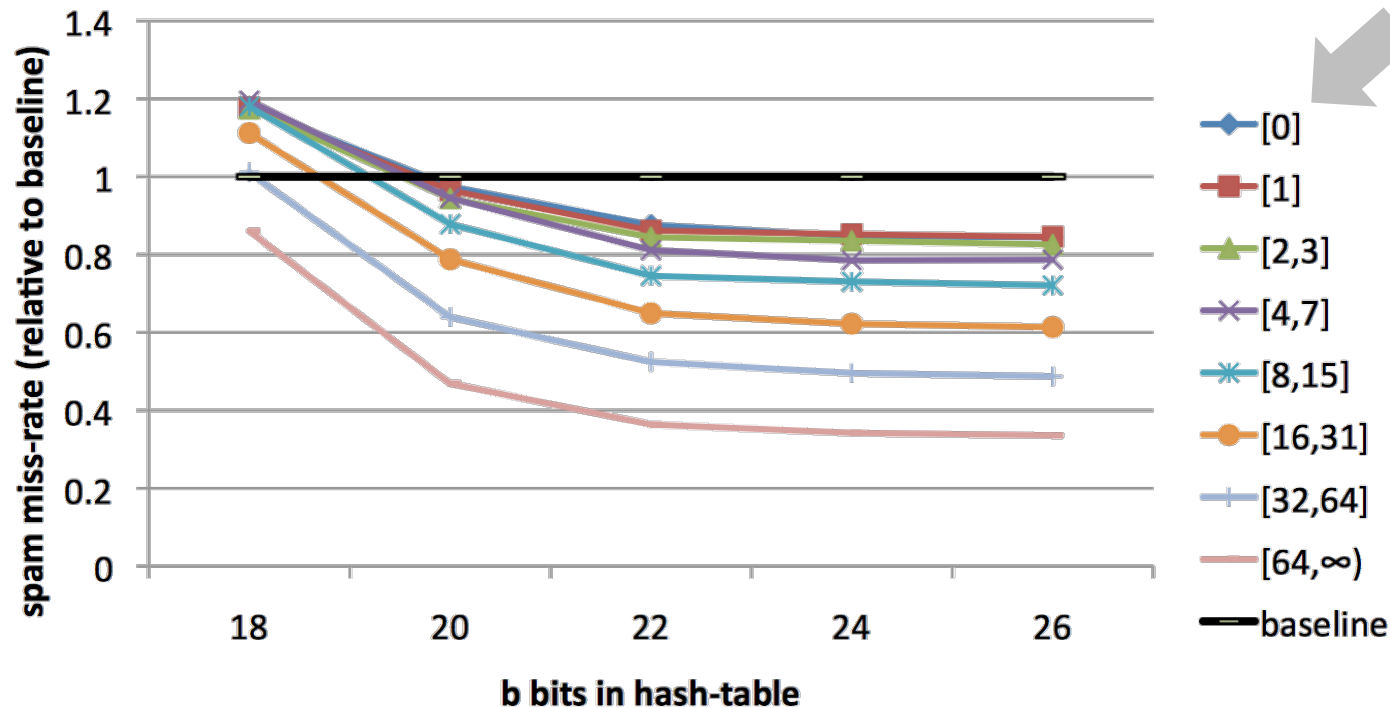


Why personalized features work

Personalized features capture “local” user-specific preference

- Some users might consider newsletters a spam but for the majority of the people they are fine

How will it work for new users?



What?

Number
of emails
in training