score vector of XYS targets

$$V = V_{xys}$$
$$V = \alpha M V + (1 - \alpha)1/N$$

pagerank socre V_{rank1}

targets interaction matrix
M

$$V = V_{ad}$$
$$V = \alpha M V + (1 - \alpha)1/N$$

pagerank socre V_{rank2}

score vector of AD targets

V_{xys}

V_{ad}

average pagerank score

$$V_{avg} = (V_{rank1} + V_{rank2})/2$$