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**Natchu**

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(54) **INTEREST EMBEDDING VECTORS**

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CPC ..... **G06F 16/951** (2019.01); **H04L 67/02** (2013.01); **G06F 40/166** (2020.01); **H04L 67/22** (2013.01); **H04L 67/306** (2013.01)

(58) **Field of Classification Search**  
None

See application file for complete search history.

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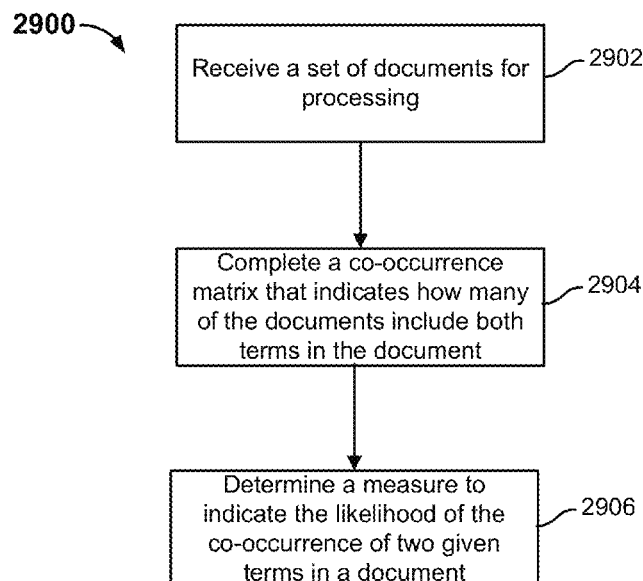
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(57) **ABSTRACT**

Techniques for generating interest embedding vectors are disclosed. In some embodiments, a system/process/computer program product for generating interest embedding vectors includes aggregating a plurality of web documents associated with one or more entities, wherein the web documents are retrieved from a plurality of online content sources including one or more websites; selecting a plurality of tokens based on processing of the plurality of web documents; and generating embeddings of the selected tokens in an embedding space.

**20 Claims, 33 Drawing Sheets**



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