

ABSTRACT

An information recommendation method, an apparatus, a recommendation server and a storage medium. The method comprises: predicting a feature vector of recommendation information by means of a recommendation model, obtaining a recommendation information click-through rate, the recommendation model dropping a model parameter corresponding to a feature identical to a feature of the feature vector and having a frequency less than or equal to a first threshold; according to the click-through rate, issuing the recommendation information.

Fig. 1A