

# HOW FROOMLE'S ARTIFICIAL INTELLIGENCE BOOSTS CONVERSION FOR VTM

VTM is the largest commercial television station in Belgium and is part of a network of channels owned by Mediahuis. They offer many different shows and short videos on their website [www.vtm.be](http://www.vtm.be), with the intention for every individual to find and enjoy the videos that are relevant. Previously, people didn't find relevant videos fast enough and tended to leave the website earlier.

The screenshot shows the VTM website interface. At the top, there's a navigation bar with links like 'VTM NIEUWS', 'VTM Koken', 'Stadion', 'Het Weer', 'VTM Tickets', and 'VTM KZOOM'. Below that is a red banner for 'THE VOICE VAN VLAANDEREN'. The main content area features a large video player showing a scene from the show with judges and a host. To the right of the video player is a sidebar titled 'MEER VIDEO'S VOOR JOU' (More videos for you) with six video recommendations, each with a thumbnail, duration, and title. Below the video player is a timeline of programs with buttons like 'Kijk LIVE' and 'Bekijk vorige'.

VTM's goal is to attract visitors to come back more often and enjoy more of their shows for a longer time. Their large offering made it hard for people to find or discover what they like to see. VTM is changing this by using Froomle's AI on its website.

When you watch a video on [www.vtm.be](http://www.vtm.be), you will automatically receive 6 recommendations. These recommendations are based solely on your historical behavior on the VTM website. Thanks to continuous A/B testing, Froomle's AI improves and refines itself. From now on, every person gets to see the right video at the best time.