

HOW FROOMLE'S ARTIFICIAL INTELLIGENCE BOOSTS CONVERSION FOR VTM

VTM is the largest commercial television station in Belgium and is part of a larger network of channels owned by Mediahuis. Outside of their TV presence, VTM has a great deal of video content (full length episodes and short clips) on their website: www.vtm.be. In the past, visitors weren't able to find content relevant to them fast enough and tended to leave the website early.



VTM HAD TWO GOALS IN MIND:

TO BOOST THE NUMBER OF RETURNING VISITORS AND THE AMOUNT OF TIME VISITORS SPEND ON THE VTM WEBSITE.



TO CONNECT VISITORS WITH THE CONTENT MOST SUITED TO THEIR INTERESTS.

Froomle AI engine meets VTM's goal through continuous A/B testing to match up the right content with the right person. Now, when you watch a video on the VTM website, you will automatically receive six recommendations. These recommendations are based solely on your previous behaviour on their website. With every piece of digital feedback, Froomle's AI engine continues to improve itself and refine its suggestions, so that each visitor finds the content they're interested in. But, more than watch content viewers are already engaged in, Froomle makes suggestions on what viewers don't know yet but might like. Through our engine's recommendations, viewers explore VTM's extensive library of content and find the content they love, but might not have found on their own.