

The fast lane to better web performance: How Easy Cash reduced speed load time by 3s



Industry:

E-Commerce

Size:

> 500 employees

Headquarters:

Merignac, France



**Cécile
MARSAL-GEOFFRIN**
Product Owner

Case Study Highlights



4x reduction
of image weight



3 seconds
faster loading time



↑ SEO
achieving better
organic positions

Easy Cash is a franchise network specializing in purchasing and selling second-hand products. Its e-commerce site has **over 400,000 product references**, each with at least one image and **several variations**, hosted on a CDN.

In 2022, Easy Cash redesigned its site, which **multiplied the number of images** (from 10 to 60) on its Homepage and menu bar. The increase in image weight and LCP timing caused its **web performance to deteriorate**, and it **lost its organic position on Google**.

Thanks to the responsive customer service and fast implementation of Cloudimage media optimization solution, Easy Cash achieved:

- **4x reduction of image weight**
- **3s faster loading time** with **improved Core Web Vitals** (LCP is now 1.2s and CLS below 0.03s)
- **Better SEO, surpassing their pre-redesign organic positions**

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