

Malt automates UGC validation & face detection & cuts costs by 20% with a API-first DAM

Case Study Highlights



Industry:

Freelance Platform

Size:

500+ employees

Headquarters:

Paris, France

Malt, Europe's fastest-growing freelance marketplace, connects 700,000 freelancers with 70,000+ companies

Visual Experience Platform features used :

API DAM

Visual AI

Portals

Dynamic Media Optimization

Smarter automation

AI-powered workflows replace manual tasks across the DAM

-20%

cost savings vs legacy DAM

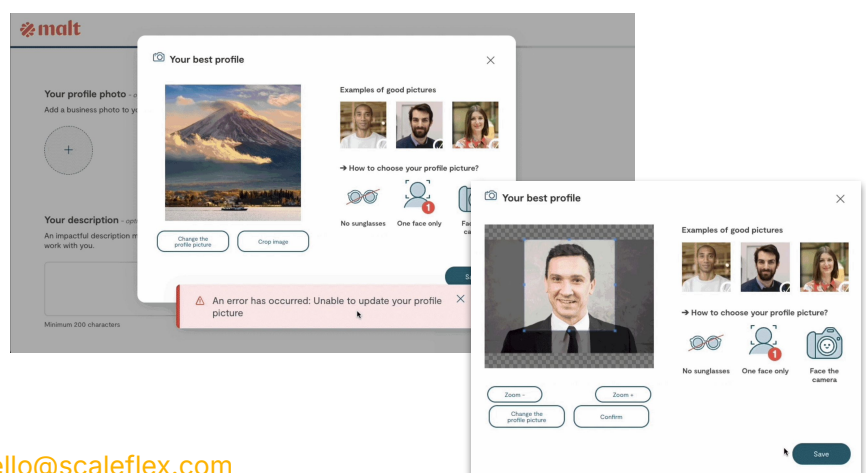
Seamless integration

completed within 2 weeks

Malt, France's leading freelance marketplace, struggled with manual checks of profile pictures that **slowed activation and frustrated users**.

With Scaleflex's API-first, Headless DAM and Visual AI module, Malt now **detects faces, validates images in real time, and activates profiles instantly**.

And by migrating from a leading US DAM, Malt also reduced infrastructure costs by 20%, while delivering a **smoother freelancer experience**.



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The Challenge

For Malt, onboarding speed is critical. **Thousands of freelancers sign up every week**, and every profile requires a valid picture to be approved before going live. Yet this process relied on manual checks: teams had to confirm that each uploaded photo showed a clear, usable face. What seemed like a simple step quickly became a bottleneck, **consuming time, delaying profile activations, and frustrating both freelancers and internal teams.**

The Solution

Malt chose Scaleflex's Headless DAM to **centralize storage and manage all media workflows at scale.** The API-first architecture enabled **smooth integration** into Malt's registration process without adding complexity.

Instead of manual reviews, Malt now uses Visual AI to **automatically detect human faces**, reject invalid images, and validate compliant uploads in real time. This removed the onboarding bottleneck and **freed internal resources.**

For freelancers, the process is seamless and very quick: they upload their picture directly through the Scaleflex Media Asset Widget, while validation and workflows run instantly in the DAM.

On top of automation, Malt migrated from Cloudinary to Scaleflex VXP. By consolidating their stack, they **reduced infrastructure costs by 20%** and unlocked access to **13+ machine learning based features and a scalable platform** which can withstand large variations of asset volumes.

