

How did Made-in-Meubles.com increase their Speed Index on Quanta with Cloudimage?



Industry:

Furniture and Home
Furnishings
Manufacturing

Size:

20 employees

Headquarters:

France



Gaetan Saint-Fleur

Traffic Manager

Case Study Highlights



16%

**Improvement of the
Speed Index (Quanta)**



50%

**Average savings on
image weight**

Made in Meubles is a french wooden-furniture company originating from Lille back in 1996. Their team grew significantly from 2 to 20 people, operating a tremendous digital transformation in 2008, when they launched their first e-commerce website and the name of their brand "Made in Meubles". Their furniture can be found on many marketplaces across Europe, e.g. in France on LaRedoute.com.

They identified a **lack of performance** on several pages, which became **critical for conversion**. As many of these specific pages were extensively using visual contents (home page, catalogue pages, product pages, etc.), the impact of optimizing images would play a key role in reaching better performance.

After implementing Scaleflex's Cloudimage media optimization solution, Made In Meubles was able to evaluate the performance gain from Cloudimage and the business increase from it.

Key Results:

- **50% Average savings on image weight**
- **16% Improvement of the Speed Index** (Quanta)
- **Rapid implementation of Cloudimage** into Magento (now Adobe Commerce)

How did Made-in-Meubles.com increase their Speed Index on Quanta with Cloudimage?

The Challenge

The Made in Meubles marketing team is a step ahead in terms of web performance and relies on the impact of speed for user conversion. Every day, they monitor their **Core Web Vitals** with Quanta, a SaaS solution enabling them to create customer funnel scenarios on their Magento website. Doing so allows them to seize the impact of the content loading time on their user experience.

They identified a **lack of performance** on several pages, which became **critical for conversion**. As many of these specific pages were extensively using visual contents (home page, catalogue pages, product pages, etc.), the impact of optimizing images would play a key role in reaching better performance.

Image resizing and responsiveness are **not made on-the-fly** natively in Magento CMS, often resulting in a **lot of time spent creating the image variants to fit all browsers, device screen size and resolutions**.

Finally, the use of a Content Delivery Network (CDN) is a game-changer in the way images are transported to the users: their distributed infrastructure enables local caching, which **significantly improves the loading time**.

The Solution

Key Results:

- **50% Average savings on image weight**
- **16% Improvement of the Speed Index (Quanta)**
- **Rapid implementation of Cloudimage into Magento**

Observability strategies make decisions easier:

Quanta actively monitors key customer journeys across the funnels, alongside turnover and conversion rate. Suppose the web or business performances are below normal. In that case, Quanta's platform alerts Made in Meubles, who can contact Quanta or its suppliers directly for more details on the performance issues and how they can resolve them. Everyone collaborates efficiently to enhance website performance. Made In Meubles was able to evaluate the performance gain from Cloudimage and the business increase from it.

Discover other success stories with Cloudimage [here!](#)