

# From web performance struggles to success: automated media optimization and CDN savings

americana

**Industry:**

E-commerce

**Stores:**

9 in Leiria region

**Headquarters:**

Portugal



**Filipa Sousa**

Digital Marketing &  
E-Commerce Manager

## Case Study Highlights



**3.5 million**  
images optimized  
on-the-fly



**over 80%**  
of images created as  
variants, saving  
bandwidth



**96.6%**  
cache hit ratio and  
improved SEO

Founded in 1957, Americana is one of the largest stationery stores in Portugal, operating as a retailer, stockist, and distributor. Its **9 physical stores** carries **over 1,300 brands** of office and school supplies, fine art, DIY, toys and books.

With **more than 46,000 product images** to optimize every month, the team at Americana needed an **automated tool** to keep up with their growing product catalogue for their e-commerce site. For improved web performance, they needed to deliver their images over Content Delivery Networks.

With Cloudimage's web performance and multi-CDN solution, Americana was able to:

- automate optimization of **133,000 images** every day
- generate **over 80% of images as variants** automatically for mobile, tablets, and desktops, saving **59% of CDN and bandwidth storage**
- improve its cache hit ratio to **96.6%**, with better Time to First Byte (TTFB) and SEO

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“ *Cloudimage by Scaleflex is a game-changer for our website's speed and SEO! All our images are now optimized for all devices and the instant CDN implementation is a huge plus.* ”