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32 million images optimized: How Bricocenter streamlines UX for home improvement shoppers

BRICO CENTER

Industry:

Retail and E-Commerce

Size:

> 1000 employees

Headquarters:

Milan, Italy

Francesco Altomare

Regional Sales Manager

GlobalDots

Case Study Highlights

32 million
images generated across Italy and Europe

87% savings
in bandwidth, CDN, and storage costs

15,000
responsive image variants generated daily

Founded in 1983, Bricocenter is a distributor of DIY, maintenance, home and garden improvement products and services. Part of GROUP ADEO, Bricocenter has 65 direct stores and 24 franchises in Italy and Europe.

To stay ahead of its competition, Bricocenter needed optimized images to **improve its conversion rates and UX** for its e-commerce store. GlobalDots partnered with Scaleflex to offer **media optimization and CDN delivery tailored to the needs of Bricocenter**.

With Cloudimage media optimization, Briocenter **optimized all 32 million images automatically**:

- Improved UX with **automatic generation of responsive images**, adapted to different sizes and pixels of their end users' screens and devices
- Achieved 87% bandwidth reduction, saving CDN, and storage costs while **protecting their main server from traffic peaks**

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"We appreciated Scaleflex's tech-agnostic mindset. They searched for the best-performing CDN provider within their network that aligned with our Client strategy.