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How did Cloudimage accelerate Chullanka's E-commerce on Magento?

FCP
Timing lowered

6.7%
Improvement in loading time

↑ Clicks
In less than a month

The Challenge

In the back-end of Chullanka's website, the workflow of processing product images has raised some complexity for a brand that wasn't originally a digital native company.

In the team, the Head of Merchandising is responsible for collecting the product images from several sports providers. Then, the technical team manually resizes these pictures to create thumbnails, product pictures as well as different image formats and sizes to manage the responsiveness. On this matter, Magento only provided 4 preset formats.

The main challenge faced by the team was to improve the performance of the Magento-based e-shop in order to reach a better SEO ranking. To do so, two sub-projects were initiated: migrating the media server to the cloud and optimizing the images displayed on the website.

"Ultra-fast implementation (rare for a Magento module), validated loading time performance and reactive customer support; Cloudimage has perfectly met the needs and constraints of chullanka.com"

Quentin Maes - E-Commerce Manager

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The Solution

Evocative Results on SEO

Since the implementation of Cloudimage to optimize the website's images, Chullanka's Google Analytics shows an improvement of 6.7% (0.50 seconds) in its loading time! The FCP timing is now lower and the number of clicks increased in less than a month.

Cloudimage Top 3 Solutions

- **Easy and ultra-fast integration on Magento** via a 3-click tutorial
- **Effective image optimization features** that enabled the acceleration of the entire e-shop
- **Transparent implementation thanks to a custom CName** which helped preserve former images' SEO rankings.

Discover other success stories with Cloudimage here!

The Company

Chullanka, which means "little snowy peak" in an Andean dialect, is a French outdoor brand created in 2007. Their passion for wide, open spaces, sport, the love of nature and the richness of daily exchanges with customers drives them to provide all the technical solutions for outdoor sports and the mountaineering.

Through a range of products from the biggest outdoor brands, Chullanka has become an essential reference in the sport community. Originally developed around several points of sale in France (Antibes, Metz, Toulouse and Bordeaux), the 80 people team released the Chullanka e-shop on Magento in 2016 to reach new audiences online.

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