

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

The Company

Chullanka, which means "little snowy peak" in an Andean dialect, has chosen to be above all a place for exchanges, emotions and technical solutions for mountain sports and cycling enthusiasts.

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 eshop on Magento in 2016 to reach new audiences online.

"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)

The Challenge

In the backstage 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 eshop 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.



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The Solution

Evocative Results on the SEO

Since the implementation of Cloudimage on the website's pictures, Chullanka's Google Analytics is showing an improvement of 0.50 seconds of loading time (6.7% less)! The FCP got lower and the number of clicks got higher in less than a month.

Cloudimage Top 3 Solutions

Easy and fast integration on Magento via a 3 clicks tutorial

Effective image optimization features that enabled the acceleration of the whole eshop

Transparent implementation thanks to a custom CName which helped preserve the former images SEO ranking of the images.

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



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