

Accelerating 5 million images daily for Spain, Portugal, and Germany's leading automotive marketplaces



Industry:

Automotive Marketplace

Size:

> 100 employees

Headquarters:

Madrid, Spain



Boris Cumbreira

Chief Technology Officer

Case Study Highlights



Invisible watermarking

automatically generated to protect images



3 websites

with optimized and accelerated images



3 CNAME

for better SEO and indexation

Autodescuento S.L. is the parent company of Coches.com, Carmine.pt, and Autoboerse.de, leading automotive marketplaces in Spain, Portugal, and Germany.

With more clients uploading images daily **across 3 websites**, Autodescuento S.L. needed a powerful media optimization solution to help **reduce image weight, lower bandwidth costs, and improve SEO and image indexation.**

With Cloudimage, Autodescuento S.L.:

- Implemented Cloudimage in **1 day**
- **Saved time & resources** on manual image processing
- **Protected their images** with invisible watermarking
- **Improved SEO and indexation** with CNAME implementation



We started accelerating our images via Cloudimage on Coches.com, and we're so happy that we've now implemented it on 2 of our other sites of the Group!



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The Challenge

Selling a car on coches.com, carmine.pt, and autoborse.de is easy with its simple-to-fill form, and the ability to drag and drop photographs. With more clients uploading images daily **across 3 websites**, Autodescuento S.L. needed a powerful media optimization solution to help **reduce image weight, lower bandwidth costs, and improve SEO and image indexation**.

Furthermore, with more competitors in the market, Autodescuento S.L. wanted to **protect its images from potential theft** with advanced protection measures such as **automated invisible watermarking**.

The Solution

Since Autodescuento S.L.'s 3 websites do not use any CMS, they implemented Cloudimage via JavaScript. It took just **one day** to have all their **5 million** images **cached, optimized, and accelerated** seamlessly. To further improve their website's SEO and indexation in browsers, Scaleflex created **CNAMEs** for each of their websites.

With Cloudimage's **on-the-fly invisible watermarking**, they were assured that their images were secured and protected, removing the need for the tedious and manual work of adding watermarks.

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

The Company

Launched in 2003, Coches is the leading online automotive marketplace in Spain, providing consumers a smart experience for buying and selling new and used cars. It also offers financial and insurance services to car buyers and sellers. Autodescuento S.L., the parent company, of Coches then started Carmine.pt in Portugal and Autoborse.de in Germany, offering better ways of selling and buying cars on the Internet.