

# Streamlined Infrastructure, Enhanced Web Performance, and Data-Driven Decision-Making

**kelkoo**group

**Industry:**

E-Commerce Marketing Platform

**Company Size:**

> 250 employees

**Headquarters:**

London, UK



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Senior Engineering Manager

## Case Study Highlights



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



**Optimized**  
cost-savings via  
infrastructure  
offloading



**30%**  
faster and lighter  
WebP images

The Kelkoo Group is the leading marketing platform, leveraging machine learning-driven marketing technologies to help retailers boost their sales with a vast network of **1,000 partners** spanning **39 markets**.

Previously relying on an in-house media optimization service, Kelkoo Group encountered **significant challenges in managing a large-scale infrastructure** and efficiently resizing **over 300 million images from 20,000 merchants**, all while ensuring **optimal content delivery** through a Content Delivery Network (CDN).

With Scaleflex's web performance and multi-CDN solution, Kelkoo Group experienced a range of notable outcomes:

- offloaded infrastructure management, **reducing support requirements and optimizing cost efficiency**
- improved web performance through **automated image processing**, resulting in 30% faster and lighter WebP images
- leveraged **customized dashboards** to monitor crucial KPIs like URL patterns and different parameters, enabling data-driven decision-making

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“ *Outsourcing the image processing service allowed us to reduce our infrastructure, limit support and benefit from additional features such as support for images in WebP* ”