

Modz: the leading fashion retailer in France trusts Cloudimage



Industry:

E-commerce

Size:

20-50 employees

Headquarters:

Arnas, France



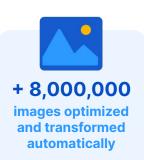
Amaury Taufour

Back Office & Front Office Project leader

Case Study Highlights







Modz.fr is a French online fashion retailer with a catalog of **over 8 million product images. More than 2,000 new images** are uploaded on their

e-commerce site daily. To improve time-to-market and aid productivity, the

development team was searching for a **tool that could facilitate the automatic generation of a multitude of image variants in their product catalog**. At the

same time, they wanted to **improve their Core Web Vitals and SEO** via **web performance optimization**.

Cloudimage was implemented in only a few hours, enabling Modz to:

- Save weeks of work via automatic transformation of millions of images
- Use optimized image formats, responsive for all types of devices
- Implement CDN instantaneously
- Gain an overall +10 points on Google PageSpeed audits, reflecting the positive impact on Core Web Vitals

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Thanks to its simple implementation and multiple image processing possibilities, Cloudimage has allowed us to free our web marketing from the constraints related to image dimensions while significantly improving our web performance!

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