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How Musimundo Automated Image Optimization, Saving Hours of Manual Work

MUSIMUNDO

Industry:

E-commerce

Company Size:

> 1,900 employees

Headquarters:

Santa Fé, Argentina

Scaleflex Partner:

Augustin Chivilo
Operations Manager
Apukay

Claudio Baez
Director of Systems
Musimundo

Case Study Highlights

18,000
WebP image variants generated automatically

89%
bandwidth and CDN cost reduction

3rd position
in Argentina, with better SEO and UX

Musimundo, the leading company in technology, electronics, and appliances in Argentina, faced the challenge of **managing a vast catalog of product images** across their **599 physical stores** and **e-commerce site.**

They needed an **efficient tool to automate image resizing and variant creation,** ensuring that images would look perfect and responsive on every screen size. To make things even more complicated, Musimundo's **wide geographical reach made fast and responsive image delivery a major issue**.

With Cloudimage's **powerful web performance** and **bring-your-own CDN solution**, Musimundo was able to overcome these challenges and achieve impressive results:

- automate the optimization of **18,000 image variants** in WebP, **saving hours of manual work**
- generate **responsive images** that adapt to different devices, **improving user experience**
- boost their search ranking to **3rd in Argentina's** Computers, Electronics, and Technology sector, **thanks to improved SEO**

Discover other success stories with Scaleflex here!

> *Thanks to Cloudimage, we've been able to boost our ranking to 3rd in Argentina and continue providing our customers with fast, responsive, and visually stunning content!*
>
> **Claudio Baez** (Director of Systems, Musimundo)