

How Yestersen runs Cloudimage for millions of users

yestersen

Industry:

Design services

Expertise:

E-commerce, Home decor, Vintage design, and Antiques

Headquarters:

Warsaw, Poland



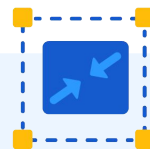
Marta Roszkowska

CEO

Case Study Highlights



350,000
Images optimized
monthly



9 resizes
Per image



> 1 TB
Of CDN traffic
usage

Yestersen is Poland's leading e-commerce platform for curated 20th-century design, antiques and contemporary furnishing.

A team of experts carefully checks every item and chooses the very best ones, thus helping design lovers and professionals save time in search of unique furniture, lighting, and accessories.

Currently, Yestersen includes 20,000 unique items from all around the world.

Their online platform garners 100k visitors per month and their online catalog counts over 350k product images.

“

There is nothing we have to worry about concerning pictures quality and loading time. The Cloudimage team is reliable and helpful in answering every additional question that we have.

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The Challenge

Yestersen wanted to offer an engaging digital experience to their online visitors, which required the implementation of different levels of image compression, according to the device and image location on the website.

This meant the team would need to **upload more and more** pictures and texts, and soon, videos.

They also needed to create **new formats dedicated to social networks** to populate product feeds on Google, Instagram or Facebook with each feed representing about 11,500 pictures, with 3,500 new pictures monthly.

The real challenge remains that their pictures are cropped to the last pixel, so they have **different proportions and no padding**. When the links to the pictures are sent to feeds, Facebook, Google or Instagram crop them in a really random way.

The Solution

To support the fast-growing need for image resizing, Yestersen chose Cloudimage.

Fitting pictures into a square field

Cloudimage created a bulk option to fit pictures into a square field and following which, add padding. This enabled the Yestersen team to be time-efficient and to have an option to adjust proportions that fulfilled their social media needs.

Size Matters

With 350k of pictures optimized per month (9 resizes per image) and over 1TB of CDN traffic usage, Cloudimage helped Yestersen to be more efficient, save money and calm nerves as it continues to deliver high-performance visuals at an optimal price.

After spending more than 18 months together, Cloudimage and Yestersen's bond is now stronger than ever.

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