

How Yestersen runs Cloudimage for millions of users

The Company

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, the Yestersen offer includes 20.000 unique items from all around the world.

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

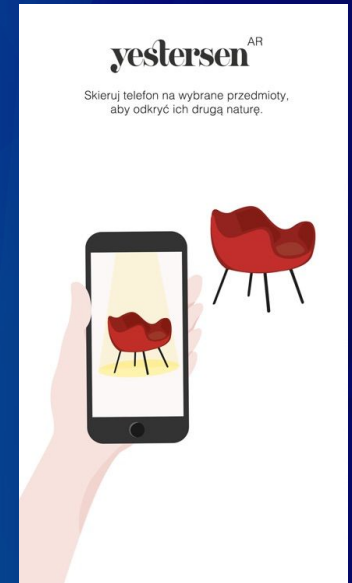
The Challenge

The Digital Experience Yestersen wanted to offer to their online visitors 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.



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



Marta Roszkowska - Product owner

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The Solution

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

Fit picture into a square field

What Cloudimage did is to create a bulk option to fit pictures into a square field and then afterward, add padding.

This enabled the Yestersen team to be time-efficient and to have an option to adjust proportion which will fit their social media needs.

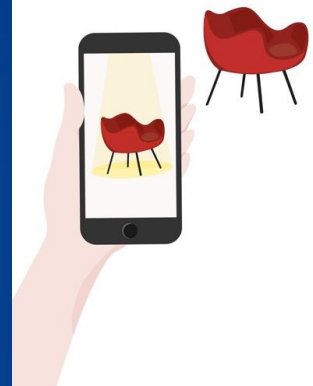
Size Matters

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

With 350k of pictures optimized per month (9 resizes per image) and over 1TB of CDN traffic usage, Cloudimage is saving Yestersen money, nerves and is delivering high-performance visuals for the optimal price.



Skieruj telefon na wybrane przedmioty,
aby odkryć ich drugą naturę.



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