

Soum Marketplace reduces loading times by a factor of 10 with Scaleflex



Industry:

E-commerce

Size:

200 employees

Headquarters:

Saudi Arabia



Meshal Alsaleem

Product Analyst

KPI's



x10

Faster loading times



80%

Bandwidth cost saving

Soum is a Saudi Arabian platform that connects millions of customers with a diverse collective of individual and small business sellers. They offer convenient and trustworthy access to over 14k listings from 150+ cities in the MENA region and they specialize in re-commerce: selling and acquisition of reconditioned, or second hand goods.

Soum was driven to collaboration with Scaleflex by their need to cut down the weight and size of their images, all while retaining the required quality. Achieving faster loading times, and being able to do 360° displays of products were also some of their concerns at the time.

“ Working with Scaleflex has been an absolute game-changer for our image optimization needs. Their team is nothing short of exceptional, providing invaluable assistance every step of the way. From the initial consultation to the final delivery, they have consistently exceeded our expectations. Our website's performance has skyrocketed, and our users are experiencing faster load times than ever before. We couldn't be more thrilled with the results. ”

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The challenge

Before integrating Scaleflex's Cloudimage solution, Soum faced three major challenges:

1. Excessively **long loading times** for users.
2. **High costs** on image service providers.
3. Inconsistent presentation of images and **inadequate cropping**.

Faced with these challenges, the media optimization solution proposed by Scaleflex helped them address every pain point.

The solution

Scaleflex was identified as the best option to Soum's needs, as it covered, beyond their three main pain points, several areas of improvement the company wished to tackle, such as:

- The ability to provide **360° viewings of products** for their clients.
- The use of **watermarks** for a more unique experience.
- Integration with **Amazon S3 Bucket**.
- A suitable plan for their traffic and **existing storage**.

After a successful onboarding and consistent use, Soum was able to identify **key improvements** in their business performance:

1. They **reduced loading time from an average of 230ms to 21ms** thanks to lazy loading and CDN.
2. They enjoyed a **same-day setup of the product** and were ready to start improving their performance immediately.
3. They experienced **over 80% savings in bandwidth costs**.
4. They were able to implement **on-the-fly transformations of images** and videos.

Thanks to the integration of Scaleflex, Soum now benefits from **significantly reduced loading times**, saved bandwidth costs and adaptable media.