Gocar chooses Filerobot and its Media Asset Widget to enrich its user experience

The Company

Gocar.be is a Belgian platform for online car advertisements, providing all the information you need for the car of your dreams. With more than 60,000 cars online, the platform addresses both private and professional users. Every day, there are more than 100,000 visitors at Gocar.be. The platform wants to offer an easy solution to users who are looking for a vehicle, or to dealers who want to present their stock to a large and varied public.

Launched in 2011, Gocar.be is now part of the Rossel Group and has established itself as one of the leading automotive advertising sites in Belgium.

The Challenge

As part of the project to redesign the user journey when creating ads, the development team's priority was to integrate a multi-functional uploader with a gallery and image editor in React. In addition, an upload module with additional functionality (tagging) was needed for the back office in pure JS.

Several options were considered :

- **Developing an in-house tool :** a possibility considered but with limitations, including a development time of several weeks and the need to maintain and evolve the component in the future.
- **Choose and assemble existing bricks** : find a suitable upload module, an image editor, and a gallery to combine and customize them to meet the specifications of the new user journey.
- **Find a modular and ready-to-use solution** : after a thorough search, Filerobot's Media Asset Widget emerged as the most complete and relevant solution.

"Fast and customizable integration thanks to clear documentation, numerous configuration parameters and access via API."
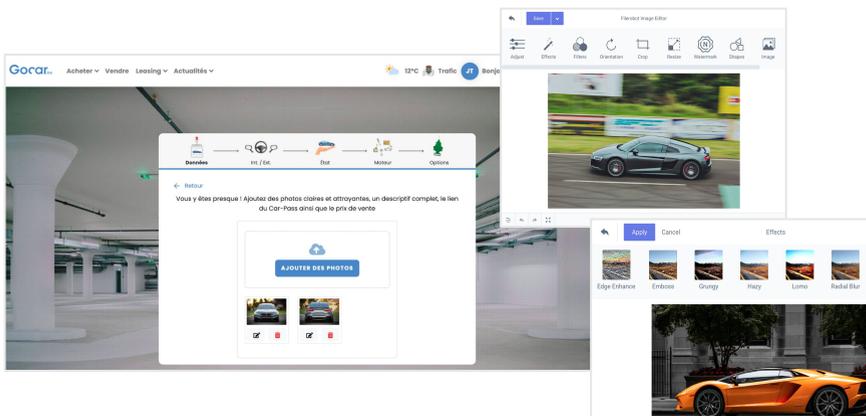

Jean-françois Thise

Front-End Developer

A complete and fully customizable widget, saving several weeks of development time

The Solution

Filerobot offers a unique combination of Digital Asset Management and Media Optimization (images, videos, static files). Among the modules included in this Headless DAM, the Filerobot Media Asset Widget encompasses a multitude of media management features that saved Gocar's teams several weeks of development time.

Key Factors of Success :

1. **Integration of the widget in half a day** on two web applications (one in React, the other in pure JS), saving several weeks of development and QA.
2. **Modularity** allowing the customization of the widget according to the use cases.
3. **Clean and easy to use interface** for the end users.
4. **Easy and efficient uploading** via the distributed ingestion infrastructure (called "reverse CDN").
5. **Pre-upload resizing of original images** to speed up upload and reduce media gallery storage space.
6. **Integrated image editor** for on-the-fly editing.
7. **A scalable solution** thanks to optional modules such as taking pictures via the user's smartphone camera on the on-site mobile version.

Discover other success stories of Filerobot here!