

# Media Asset Optimization for Real Estate

How to make real estate visuals load faster and convert better?

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## Introduction

The world today is more digital than ever, and finding a home is no exception.

The Real Estate industry continues to evolve rapidly, influenced by changes in consumer behavior, marketing strategies, and rising property prices.

In 2024, exploring potential homes from the comfort of your couch has become the norm for many prospective buyers. While physical visits and sales remain important, 95% of home buyers begin their property search online. Virtual tours, detailed property comparisons, and interactive listings have become essential parts of the decision-making process—long before buyers reach out to a Real Estate agent or agency.

**Online property sales are climbing at an unprecedented pace.** Tech-savvy Millennials and Gen Z, who now dominate the buyer market, leverage advanced tools to streamline their home-buying journey. A staggering **67% of buyers in 2024 have made offers on properties without ever seeing them in person.** Millennials alone accounted for **43% of home purchases last year**, making them the largest demographic in the market.



**43%**

of sold homes in 2024 were bought by millennials, making them the largest demographic in the market.



**98%**

of home buyers used the internet to search for homes.

Additionally, **98% of home buyers use the internet to research properties**, while over 91% of Real Estate companies have dedicated websites. The **user experience and visual content on these platforms are critical**, as high-quality visuals directly influence buyer decisions. Studies show that **89% of buyers consider property photographs the most important feature in online listings**, while drone photography and videography have proven to sell properties 70% faster.

However, the same captivating images and videos that engage buyers can slow down website performance—a critical factor that can lead to site abandonment. In a competitive market, balancing speed and aesthetics is no longer optional.

This white paper delves into the latest media optimization trends shaping the Real Estate industry in 2024, exploring how to maintain lightning-fast page loading times through advanced image and video optimization while keeping branding and design flawless..

## What is trending in the Real Estate content industry?

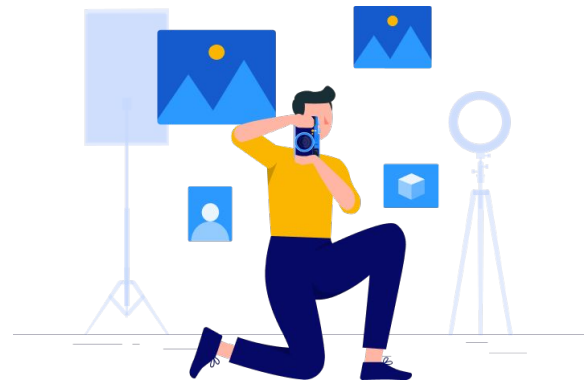
In life as on the web, you only get one shot to make a Good First Impression. The first impression you make on the newcomer can turn them into a lifelong customers or make them leave your page immediately.

As much as there are plenty of interested buyers, there are also countless agents and agencies that can meet their property purchase needs. To catch your buyer's attention as a Real Estate agent or marketer, you simply must be able to deliver high-quality, attention-grabbing content.

Below are 4 trends we have observed in the fast-growing Real Estate content industry:

### 1. Professional Photography

**Nearly 90% of buyers** think that photographs are the most important feature on a Real Estate website. Research has shown that listings with professional photographs receive **60% more attention** online than amateur ones. The use of drones for aerial photography also help **drive sales faster by 68%**.



### 2. Virtual Tours, 360° views

Progress in digital photography and virtual imaging has made virtual tours possible. Real Estate websites offering virtual tours **increase visitor retention by 5 to 10 times**. Customers can now virtually experience a potential home from anywhere around the world.

**360° views**, sometimes coupled with audio stimulus, provide close-to-reality visualizations and a trustworthy perspective of how the space looks. These images add an interactive layer to your website and improve engagement.

Websites with 360° images and virtual tours increase Real Estate leads by **more than 64%** and have shown significant impact on Google search results.





## 3. Visual AI in Real Estate

Visual AI is revolutionizing how properties are marketed and sold. AI tools can automatically enhance property images, correct lighting, and even stage empty homes virtually, helping buyers envision their dream space.

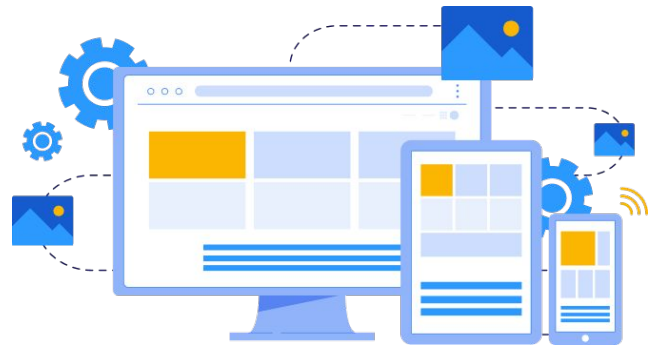
Visual AI also powers advanced image recognition, enabling potential buyers to search for homes by uploading a photo of their ideal property. These tools make it easier for agents to match buyers with listings that meet their exact preferences, ultimately accelerating the decision-making process.

*"Go for the feeling. Make your prospect feel at home as soon as they lay their eyes on your property"*

## 4. Mobile-Responsive Websites and Images

Websites that aren't mobile-friendly often fail to provide a pleasant client experience. With increasing mobile internet usage, mobile visitors accounted for **51% of all internet traffic**, and responsive website designs optimized for various device sizes are essential!

Websites that are inadequately optimized have **poor load times**. No one likes to wait, and this can contribute to site abandonment. Even with aesthetically pleasing images, close-up shots, and 360° experiences, all these go to naught if people don't see them!



**The Future is VISUAL!**

## Why is Speed an essential factor for E-commerce business growth on SERP Rankings?

In 2020, Google announced the **Core Web Vitals** update where page speed would become an even more important ranking factor in both desktop and mobile searches.

**Websites that show up on the first page of Google search results typically have an average loading time of less than 2.3 seconds and claim up to 95% of all click-through traffic.**

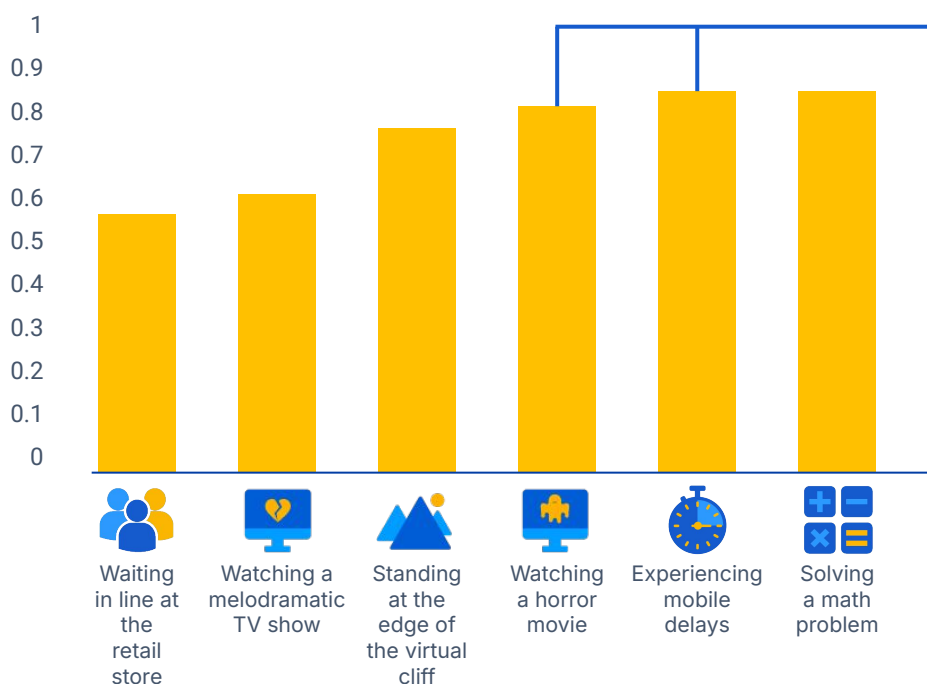
Even within the top ten results, there is a direct correlation between **page speed** and **search ranking**. In turn, pages with higher click-through rates are identified as valuable and are pushed further towards the top, thus reinforcing the importance of optimization.

### Facts:

- Fast sites are easier to crawl
- Fast loading sites have higher conversion rates
- 40% of consumers wait no more than three seconds before abandoning a site
- It improves general user experience (less stress!)

### Cognitive load associated with stressful situations

Source: Ericsson ConsumerLab, Neurons Inc.



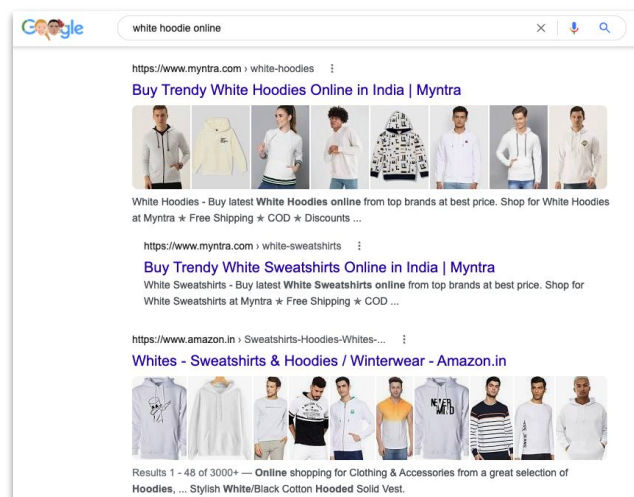
The level of stress caused by mobile delays was comparable to watching a horror movie!

## Higher Revenue

The above benefits translate directly into a greater revenue: according to an often-quoted statistic, **every 100ms improvement in loading time results in a 1% improvement in revenue.**

This means that if an E-commerce site was making \$100,000 a day, **a one-second page delay would result in \$2.5M of lost sales per year.**

While this figure might not hold across the board for websites experiencing different volumes of traffic, page speed still correlates strongly with revenue across various case studies.



## Top Players

We tested the previous statement, and went with the intent of finding a pair of red boots to buy online.

The Top 3 Organic Results showed the following mobile loading speed (mobile is selected as most of the E-commerce purchases take place through these devices):

Website	LCP	FID	CLS	Speed Index
amazon.com	1.3s	26ms	0.01s	8.3s
myntra.com	2.1s	46ms	0.04s	10.4s
nordstrom.com	2.4s	58ms	0.98s	15.3s

**LCP** stands for Largest Contentful Paint, which measures the loading performance of a webpage. **FID** represents First Input Delay that measures the interactivity of a webpage. **CLS** refers to Cumulative Layout Shift, which measures the visual stability.

*amazon.com*, which ranks first on Google for this search intent, has close to 2 times better LCP, FID, CLS from the second placed *myntra.com*.

**Speed Matters!**



## How to speed up by optimizing visual assets?

In order to succeed in E-commerce, one has to balance two aspects of the customer experience that seem to be mutually exclusive: **speed** and **visual appeal**.

Studies show that “people remember only 20% of what they read, but 80% of what they see - and that is because the human brain processes visual cues better than the written language.”

Unsurprisingly, the average image weight per web page has **more than tripled** between 2011 and 2022, increasing from approximately 260KB to 960KB, making up **more than half of the average web page's total size**.

However, big visuals also mean heavy image and video files that slow down the page loading time. Design components will become meaningless if customers leave the page before it fully loads.

Here are 6 suggestions to help you overcome this challenge.

### 1. Generate all images server-side and deliver the right image size at the right moment of customers' journey

There is no point in serving a large original image on the client's web browser or mobile application to create a small thumbnail. Instead, all image sizes (thumbnail, preview, and full size) should be generated server-side and then delivered to the client-side accordingly.

For the average broadband connection, server-side image handling accelerates **up to 1200% of the loading time**.

### 2. Leverage JPEG compression to reduce image size

The JPEG image file is the most commonly used format for images on the Web and can be compressed without visible quality loss. While JPEG does downgrade the quality of images in the interest of file weight (in MB), it can often reduce the image weight by three or four times without a visible reduction in image quality.



300 × 555 px  
q100 ⇒ 41.3 KB



300 × 555 px  
vq70 ⇒ 12.5 KB



### 3. Deliver modern image formats like WebP/AVIF to compatible browsers, and JPG/PNG to non-compatible browsers

Developed by Google in 2010, WebP is a modern image format that delivers superior lossless and lossy compression for images on the Web. Compared to PNGs of similar SSIM index quality, WebP lossless images are 26% smaller in size. WebP lossy images are 25 – 34% smaller than JPEGs of equivalent quality. Moreover, according to [CanIuse](#), WebP format is now supported by more than 90% browsers.

In 2019, non-profit Alliance for Open Media, developed an open-source AVIF, which supports both lossy and lossless compression. Offering a more efficient compression than WebP, video-on-demand and cloud providers use high-quality AVIF compression to reduce their data streams. The only downside? AVIF is supported with fewer browsers as compared to WebP. AVIF works with most versions of Chrome, Firefox, and Opera (but not Safari, IE, or Edge).

The example on the right shows an image that has been reduced without any visible loss in quality to WebP and AVIF.



JPEG weight: **21.9 MB**



WebP weight: **5.8 MB**



AVIF weight: **3.2 MB**

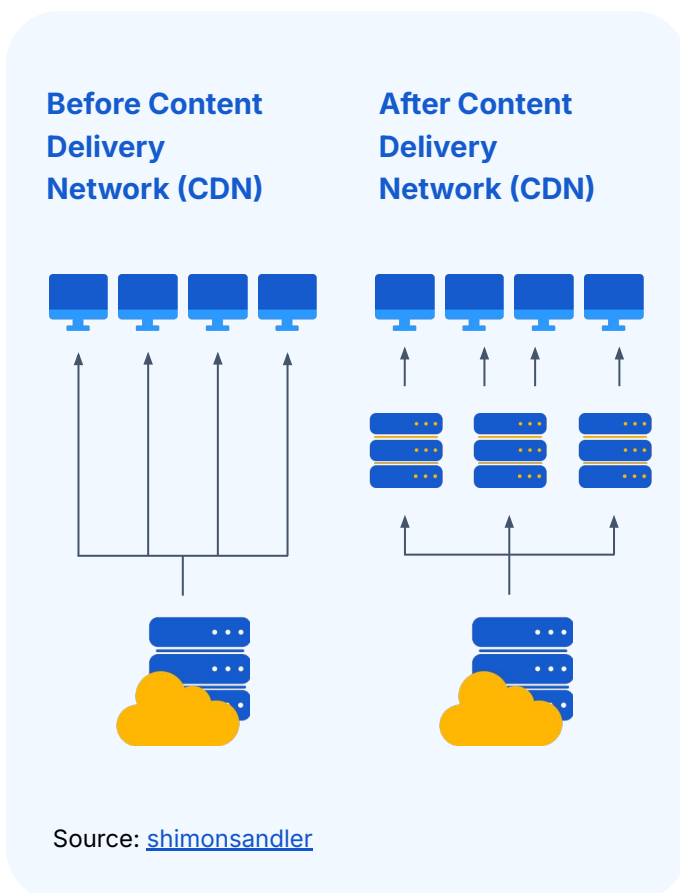
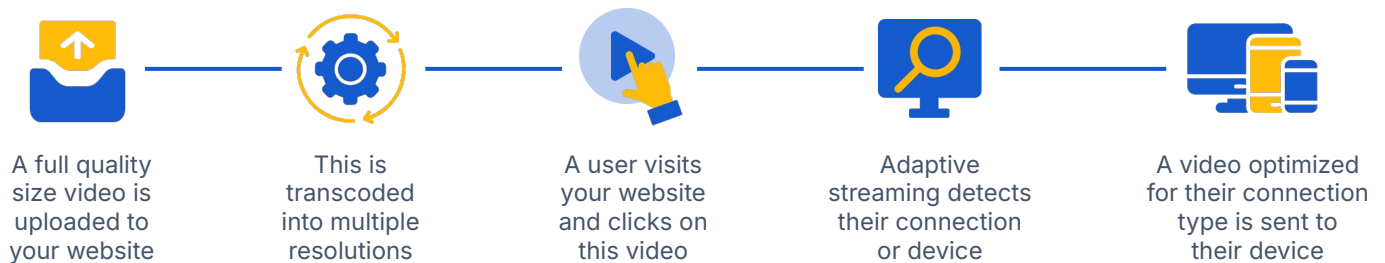
### 4. Leverage the HTML5 <picture> element to make images responsive to different screen sizes

Responsive images allow for an optimal user's device type, window size, orientation, or resolution. A responsively designed image does not rely on the default browser resizing to display images on various devices: it would be a huge waste of bandwidth to deliver an image prepared for a 15-inch laptop screen on a low-resolution four-inch smartphone screen. Instead, responsive images are prepared in various resolutions to serve all form factors optimally.

## 5. Video Transcoding & Adaptive Streaming

Similar to how images should be responsive to fit different screens and to load fast, Video Transcoding enables the generation of multiple video resolutions from an original high-resolution video file (HD or 4K).

Adaptive Streaming then ensures that end-users don't have to wait for your videos to load. The technology analyzes and determines your visitor's device and internet connection, and serves a video optimized for their device and connection speed.



## 6. Deliver images via CDNs

After generating server-side images and compressing them using modern image formats, the last piece of the puzzle is to deliver the images to the end users via rocket fast content delivery networks (CDNs). Likewise for videos, after Video Transcoding and Adaptive Streaming, a CDN is crucial to deliver the chunks of video as fast as possible around the world.

A CDN refers to a network of geographically distributed servers which cache a website's static content near the location of visitors.

### CDNs offer three main benefits:

- Users located far from the data center where the E-commerce application is hosted will experience lower latency and faster loading time.
- CDNs absorb high load during traffic peaks and save money on hosting infrastructures.
- CDNs keep websites safe by absorbing Denial-of-Service-like attacks.



**aviv group**

## Industry:

Real Estate

## Size:

600+ employees

## Property listings:

1.4+ million

## Monthly visits:

~ 20 million

## Headquarters:

Paris, France

## The leading European real estate marketplace trusts Scaleflex



**1st**

Externalization of an  
IT service



**80K**

Images delivered per  
minute

SeLogger.com, part of the Axel Springer group, AVIV group - the leading European real estate marketplace with over \$542M in annual revenue and 1.7 million daily classifieds - has chosen Scaleflex for its flagship French real estate brand, SeLogger.

With more than 1 million ads and **10,000,000 photos of properties online**, the volume of SeLogger.com's picture library requires a **flexible infrastructure**, capable of delivering a **spotless service** to a very high number of visitors every day. Their own in-house infrastructure was too heavy and static, which moved them to do their first externalization of an IT software, for which they eventually chose Scaleflex.

SeLogger.com wanted a complete service comprising the **infrastructure**, the **software**, the **maintenance** and the **CDN service**. Adding to the challenge of running a dynamic infrastructure came the matter of **delivering excellent performances** when resizing and sending pictures without multiplying cache and storage needs. Finally, Scaleflex was chosen for:

- A great, frictionless, pre-sales experience
- A service with an incredibly high level of performance - **delivering up to 80,000 images per minute!**
- A simple, transparent cost structure
- An all-inclusive solution

**“ Scaleflex's technical team is very reactive and easy to engage with. Tickets are addressed very quickly ”**

## Scaleflex Visual Experience Platform (VXP) – the easiest way to optimize and accelerate property images and videos



### Save time and effort

Find the right balance between creative media and fast loading time using a third-party solution. The Scaleflex team helps out hundreds of high traffic Real estate websites to accelerate their media, no matter how creative they are!



### Digital Asset Management

The **DAM** solution of Scaleflex combines all six recommendations (and more) for faster and better management and delivery of images and videos from a Single source of truth.



### Cloudimage

The **Dynamic Media Optimization** module allows for low-code image and video optimization with multi-CDN acceleration. It compresses media with no sacrifice to quality, improving responsiveness and loading times.



### Portals

Our **Portals** solutions permits the creation of very simple, responsive websites that can be used to publish visual or textual assets for the use of internal and external stakeholders. It boasts an easily customizable interface with predefined templates.



### Visual AI

Finally, our **Visual AI** module offers scalable automations to accelerate your content journey, with multiple in-house and 3rd party models for content classification, categorization and moderation capabilities to manage large quantities of media assets.

## Full content lifecycle with Scaleflex



### Easy Media Upload

Image, video, PDF, JS, and CSS  
Back-office integration  
Scalable technology  
Pre-optimized media



### Intuitive Media Search

AI auto-tagging  
Validation workflows  
Filter and organise by folders, format, tags  
Avoid Duplicates



### Seamless Image and Videos Updates

Powerful Image Editor for non-tech users  
360° views creator  
Metadata Edition for SEO  
Video Transcoding & Adaptive Streaming



### Collaboration & Media Control

Configure Approval Workflows  
Create and assign Teams  
Give Permissions



### Advanced Media Analytics

Get rich insights into your media-performance  
Understand how you can improve

### Scaleflex Dynamic Media Optimization

#### Acceleration & Delivery

Advanced WebP / AVIF Conversion  
On-the-fly image resizing  
Responsive Media on any device  
CDN Delivery for a global-outreach



## Reduce costs, Scalable & Flexible

### Scaleflex's Dynamic Media Optimization:

- Offers the most competitive pricing in the market, thanks to a traffic-based pricing structure and low internal costs.
- Unlimited origin images' transformations.
- Reduce costs for image storage and image resizing hosting infrastructure.

### Scaleflex's all-in-one Digital Asset Management Solution:

- A flexible and transparent pricing model, with on-demand add-ons and services
- Select from our Headless DAM for Developers, or our Collaborative DAM for Marketers to meet your E-commerce Digital Asset Management needs

Find out how to maximize your Content Operations and connect with our Digital Asset Management and Image Optimization experts at [sales@scaleflex.com](mailto:sales@scaleflex.com)

[Schedule a Demo](#) to discover Scaleflex's solutions!

## About Scaleflex

Scaleflex is a fast-growing SaaS bridging the gap between Digital Asset Management (DAM) and compelling visual experiences. Scaleflex's portfolio is multifaceted, including state-of-the-art modules which help IT and business teams maximize the value of their media assets, optimize content delivery, and improve overall digital experiences thanks to a unified and composable Visual Experience Platform. Scaleflex focuses on performance, scalability, innovation and is trusted by more than 1300 international clients including Leclerc, Michelin, Hyundai, Costa Coffee, Metro, SeLogger and the European Space Agency.

To learn more, please visit [www.scaleflex.com](http://www.scaleflex.com).