

Deporvillage Teams with Cloudinary to Reach Peak Performance



“Cloudinary is a service that enables us to make sure the images we use follow specific benchmarks and keep us on top of the latest trends that visitors would expect on websites like ours. Serving the most optimal version of images, on the right background; generating new variants; or applying image transformations – these are all things that Cloudinary does very well. Cloudinary is exactly what is needed for dynamic, high-traffic websites like Deporvillage.”

–The Deporvillage team

Solution

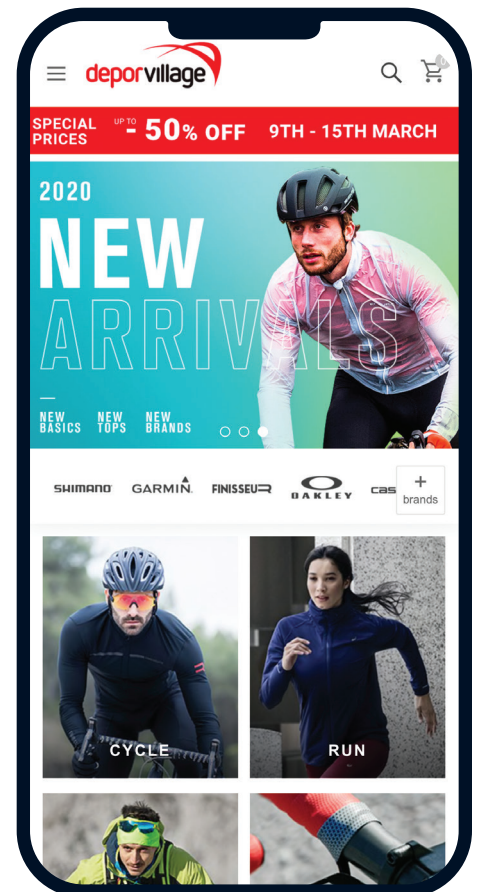
Providing an exceptional shopping experience to sports and fitness enthusiasts is the primary goal of **Deporvillage**, Spain’s top online sports retailer. With unique page views totaling 1 million on average days – and traffic skyrocketing when there are special promotions – Deporvillage needed to ensure that its small team could keep up with the demand of maintaining its websites featuring multiple images of the more than 8,000 seasonal products it offered. Deporvillage implemented Cloudinary to ensure its website was responsive, so it could perform at its best regardless of the type of device on which customers accessed it. Cloudinary also helped reduce its hosting costs and create effective workflows to support its high product turnover rate.

Results

30+% faster page load time

240+ human hours saved every month

Faster product launch cycles



Company

Deporvillage is Spain's leading online sports retailer. The Barcelona-based company is now expanding its presence in France, Italy, and Portugal, and ultimately hopes to market its products globally. The website specializes in products for cycling, running, triathlon, swimming, gym, and outdoor sports, and currently offers more than 60,000 products from about 560 premium brands. Deporvillage has more than 800,000 customers and its website sees more than 30 million visits per month.

The Challenge: Serving Customers on Web and Mobile Cost Effectively

In business for nearly a decade, Deporvillage has been experiencing double-digit annual growth for the past several years as it has become the top online sports retailer in Spain and expanded throughout Europe. The company routinely receives 1 million unique page views and more than 2,000 orders per day – and exponentially more during promotional periods, such as Black Friday or special sales.

“Our challenges were clear: costs and responsive experiences,” said the Deporvillage engineering team. They bore the cost of using Amazon S3 to store and serve a growing number of product images. They needed to ensure all images were responsive and optimized for size and speed, since mobile devices accounted for about 70% of its web traffic, and about 55% of all conversion was mobile. The team estimates that they would need at least 10 different versions of every image to fit all of the form factors.

Complicating matters even more was the fact that Deporvillage managed its website in six different languages and needed to constantly add or remove images for high-turnover items or to address seasonal promotions.

The Cloudinary Solution: Streamlining the Image Management Workflow

To help improve the media workflow and address the complexity and time it took to create multiple image variants manually, Deporvillage turned to Cloudinary. Cloudinary enabled Deporvillage to automate the entire image processing and management workflow and ensure images are delivered in the optimal size and format with simple changes to the image URL. All images are stored in the cloud, enabling easy access and the ability to manipulate them on-the-fly.

With Cloudinary, the Deporvillage engineering team can store one image, and use the URL-based API to ensure that the optimal versions are served to each visitor's context and load time is kept to a minimum. Cloudinary enables Deporvillage to automate the file size versus visual quality trade-off decision by using its automatic format and quality functionality to select the most optimal image format and quality based on the image content and viewing context.



“Cloudinary eliminates these hassles for us. If we had to replicate that manually, it would be too complex, expensive, and cumbersome to maintain. Plus, we'd need a design team that would be four times larger.”

—The Deporvillage team

“Without automation, our workflow would be extremely difficult,” according to the team. They noted that they use Google PageSpeed to benchmark page performance. If the engineering team was required to manually create the correct format, quality, and resolution of each image for each browser and viewport, they would have to create at least six versions of each image, store them, and add the delivery logic — a process that could take 20 minutes for each image and require exponentially more storage.

“Cloudinary eliminates these hassles for us,” they added. “If we had to replicate that manually, it would be too complex, expensive, and cumbersome to maintain. Plus, we’d need a design team that would be four times larger.”

The Results: Optimal, Engaging Experience for all Customers

Using Cloudinary, Deporvillage can process a batch of images for 1,000 products dynamically on an on-demand basis, every two to three weeks. Doing this manually would take the company’s three-person design team at least two more weeks, on average.

Cloudinary also centralizes digital asset management across the six different language versions of the website. Each site uses the same versions of the asset. “What we love most is being carefree. It’s so much easier with Cloudinary in the background,” said one user. “Our website is now responsive, and it’s easy to change the designs of our pages whenever we want to. Cloudinary works all of the time; it’s one less thing we have to worry about.”

Deporvillage’s engineering team also appreciates the ease of use of Cloudinary and the support of new, browser-specific web formats, such as Google’s WebP, to ensure the best website performance.

The team also noted that for displaying images with Cloudinary, the logic required within HTML is minimal, compared to other solutions. “Less logic means less bugs and less required maintenance,” they added.

“Cloudinary is a service that enables us to make sure the images we use follow specific benchmarks and keep us on top of the latest trends that visitors would expect on websites like ours,” the team concluded. “Serving the most optimal version of images, on the right background; generating new variants; or applying image transformations — these are all things that Cloudinary does very well. Cloudinary is exactly what is needed for dynamic, high-traffic websites like Deporvillage.”

About Cloudinary

Cloudinary’s end-to-end solution makes it easy to upload, store, manage, manipulate, and deliver images and videos, efficiently and effectively. Cloudinary has quickly become the de facto solution used by web and mobile application developers at major companies around the world to streamline image and video management and deliver an optimal end-user experience. Among Cloudinary users are Conde Nast, Bleacher Report, Forbes, Wired, TED, Under Armour, Lululemon, Whole Foods, and many others. For more information, visit www.cloudinary.com or follow on Twitter.