Housing.com leverages N7's AI to deploy a highly scalable image optimization workflow whilst reducing OpEx by 40%

HOUSING.COM

CASE STUDY

ABOUT COMPANY

Housing.com is one of the India's best leading real estate platforms that simplifies finding, renting and selling homes. Their innovative approach such as map-based searches, creating high quality images and virtual tours, provides user-friendly experience which makes it easier for the customers to land up with the properties that match their requirements.

OBJECTIVES

- A managed image optimization service to process 100+ image variants for each listing in the catalog.
- A cost-effective solution that reduces operational complexities and offers a highly scalable workflow.
- Intelligent image optimization solution leveraging the best AI advancements designed to accelerate image delivery based on real-time end-user device attributes.
- Improve image compression without compromising on visual quality.

SOLUTIONS

- N7 Adaptive Image Optimization uses AI/ML to optimize the images in real-time.
- The flexible N7 Rule Engine and our managed Image optimization solution facilitated a seamless onboarding process for Housing's 200+ million images without requiring a code change for diverse product variants.
- N7 provided a versatile image rendering capability, enabling Housing.com to dynamically apply watermarks and modifications, ensuring an enriched and customizable user experience.
- N7 supports next-gen image formats that reduce image sizes while maintaining optimal visual quality efficiently, thus improving the website's LCP score and enhancing page speed.
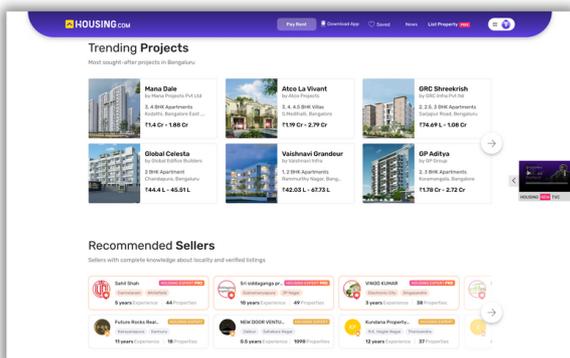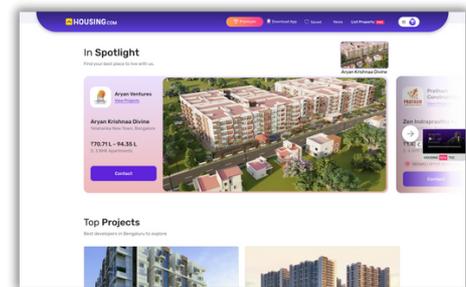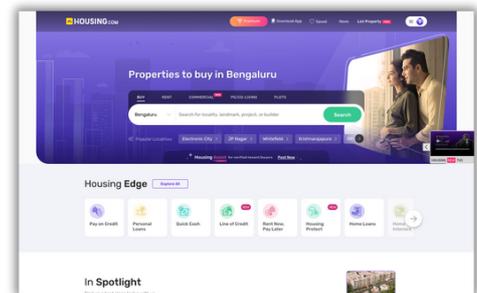
BENEFITS

✓ Achieved ~40% OpEx cost savings with a streamlined, scalable image optimization solution.

✓ N7 is a no-code/plug & play solution. This allowed both teams to validate it before go-live and observe a quantified benefit of 45-50% reduction in image load time.

✓ N7-managed solution identifies and stops errors, ensuring a smoother and more reliable workflow.

✓ Resolves critical scalability issues, especially during peak loads and marketing campaigns.

✓ **Future:** Paving the way for higher-quality images by using RDX to monitor web performance and Google core web vitals in real-time and enhancing user experience.

N7 NITROGEN

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While looking at other tools in the market and deliberating on building a solution internally, N7 AI/ML Image Optimization came in just at the right time. It solved our main concerns - a highly scalable image delivery workflow at an almost zero-effort integration. This has enhanced our customer experience and helped us reduce our operating expenses by ~40%. The Housing Dev team highly appreciated quality of collaboration & proactive support from N7 pre and post go live.

Nitin Agrawal
Director of Engineering, Housing.com