

LimeRoad uses N7's AI/ML for Smart Image Delivery to Impress Users

LimeRoad

CASE STUDY



66%

Better Optimization of Images



75%

Faster Image Delivery



>50%

Reduction in Cost

ABOUT COMPANY

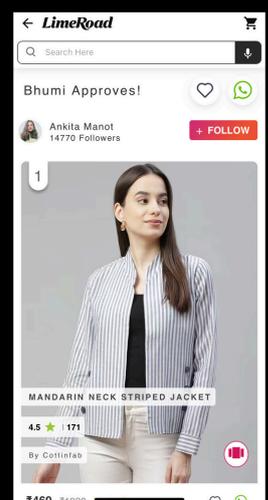
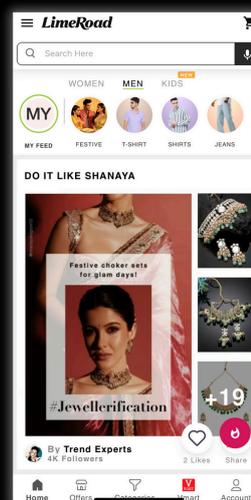
Limeroad is an Indian online marketplace, owned by V-Mart Retail. The company is based in Gurugram, Haryana. It is India's first women's social shopping website. It deals in clothing and accessories for women, men and kids. The portal allows its users to create their own look on a virtual scrapbook by using its products and also allows users to earn from the scrapbook they create.

OBJECTIVES

- **Improve Image Load Speed:** LimeRoad aimed to decrease image load times to provide a faster shopping experience and improve conversion rates.
- **Optimize Image Quality and Delivery:** The goal was to maintain high-quality images while ensuring they were delivered in the most optimized format and size for various devices.
- **Smart Image Personalization:** Personalize images to suit each end user's device to give a premium personalized experience to every user.
- **Scalable Solution:** LimeRoad sought a solution that could seamlessly integrate with their existing platform and scale as their image volume increased.

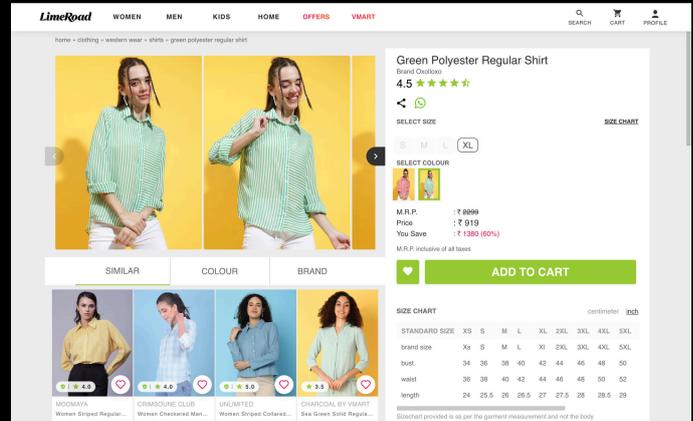
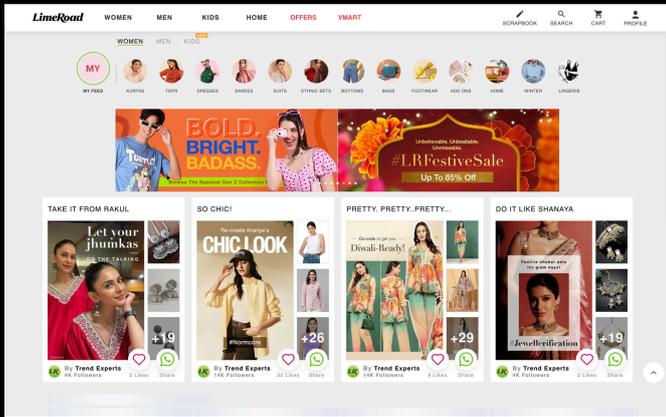
SOLUTIONS

- **Real-Time Image Transformation:** LimeRoad utilized **N7 Adaptive Image Optimization's (AIO)** real-time image transformation capabilities to resize, compress, and convert images based on each user's device such as compute, network & screen.
- **Managed Image optimization solution:** N7 facilitated a seamless onboarding process for LimeRoad's website images without requiring any code changes on LimeRoad's site.
- **Supports Next-gen Image Compression:** N7 AIO leverages next-gen image compression to reduce image sizes while maintaining optimal visual quality.



BENEFITS

- ✔ User experience was significantly enhanced by **improving image load time by 75%**.
- ✔ A **66% image compression** was achieved resulting in **>50% OpEx savings** for content delivery.



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Since implementing N7's Adaptive Image Optimization, the phenomenal improvement in image delivery has helped reduce our image load time significantly, >40% size reduction, without any degradation in perceived image quality for the user. The solution is easy to implement with the N7 team doing all the heavy lifting. The N7 team has been incredibly supportive, promptly addressing our queries and ensuring smooth operations.



Akshay Gupta

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