

# MADE.COM Optimizes its Desktop and Mobile CX With Clouidary

**Better performance** across all touchpoints

**Faster** publishing with dynamic manipulations

Improved development productivity with **automation**

Rooted in the belief that great design should be available to everyone, **MADE.COM** firmly understands that its customer journey has to recreate as much of the physical experience as possible online. As a leading digital lifestyle brand in home with experiential showrooms across seven locations globally, the customer experience (CX) users get from its desktop and mobile online presence has to be the absolute highest standard—like its carefully chosen makers and materials—a bar a recent site rebuild with Clouidary’s tech has been met, guaranteeing the kind of engaging visual experiences MADE’s shoppers have come to love.



“How important are great images to our business? We deliver high-quality, exclusive designs which customers may not have the opportunity to experience in person before purchasing, thus strong and compelling imagery is everything to us to help us engage our audience but also ensure our MADE products are presented in the best possible way.”

— **Edmund Kleiser**, Head of Technology Operations, MADE.COM

## MADE

### INDUSTRY

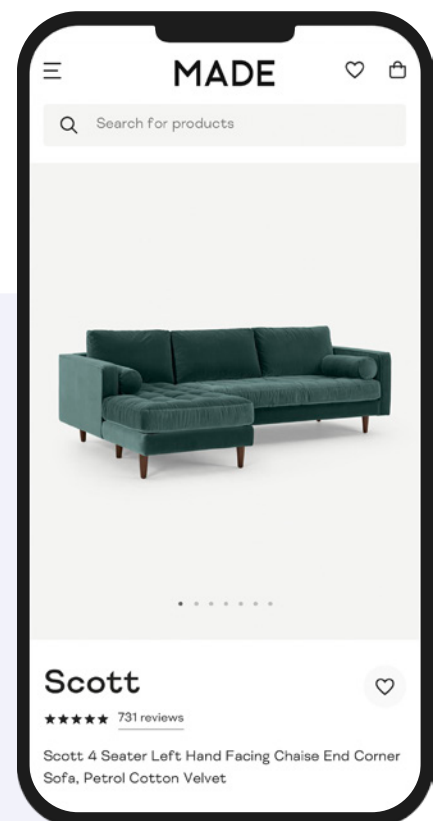
Retail and E-Commerce

### SIZE

650 employees

### HEADQUARTERS

London, United Kingdom



## ABOUT

## MADE.COM

As a digital-first business, MADE.COM was born ten years ago out of its founder's frustration at the lack of well-designed, good quality, and affordable sofas he could buy for his new apartment. Rooted in the belief that great design should be available to everyone, MADE's brand promise is to offer high-quality, exclusive designs underpinned by a responsible, small-batch production model, enabling customers to realize the vision of their homes. MADE also firmly understands its customer journey has to recreate as much of the physical experience as possible online. As a leading digital lifestyle brand in home with experiential showrooms across seven locations globally, the customer experience (CX) users get from its desktop and mobile online presence has to be the absolute highest standard—like its carefully chosen makers and materials—a bar a recent site rebuild with Cloudinary's tech has been met, guaranteeing the kind of engaging visual experiences MADE's shoppers have come to love.

## THE CHALLENGE

### Making Online Shopping a Delight

As a digital-first lifestyle brand, MADE.COM's customer journey begins and ends online. While shoppers can visit one of MADE's seven showrooms in the UK and Mainland Europe to experience its furniture and homewares in person, they still need to make the final purchase through the brand's website. Showcasing products stylishly through strong lifestyle photography is one of MADE's strengths. Here shoppers see ultra-high quality images of around 6,000 catalog items like sofas and floor lamps in exquisite, sharp detail. Huge care goes into defining the quality and aesthetic of product pictures, including the choice to deliberately limit the color palette.

However, as the company grew, some of the original decisions about things like how to orient and size images became out of date. Product listing pages couldn't show high-resolution images, due to pixelation. It became difficult to upload assets in multiple sizes.

"Google needs to always be reassured your site loads quickly and loads images in the right way and you're not loading unnecessarily large images," points out its Head of Digital Experience, Spencer Wong. "Those are, of course, the very kind of imagery we show on pages, so we knew we needed some external help in getting all this done right."

The MADE team decided to address these issues in March 2020, as well as ensure the mobile version of the website—fast rising in importance as an acquisition channel—was fully optimized: critical, as mobile is now more than half of all MADE traffic.

## THE CLOUDINARY SOLUTION

### Automating Image Excellence and Optimal Orientation Delivery

Two main issues needed to be addressed as part of the MADE.COM site refresh. One, high-resolution images needed to be available everywhere across the website, and two, there needed to be a comprehensive move to being mobile-friendly.



“We needed to make sure the products were the hero because it is the product imagery that is ultimately going to sell these products online. We needed bigger, sharper images that really give you the detail of the texture of the velvets and the other fabrics we use, and we also wanted the option to edit the images so we could easily change background colors. Grey backgrounds help frame product images while adding shadows gives depth. But we didn’t want to add such background effects to the images themselves to ensure they’d be future-proof for any brand design updates.”

— **Spencer Wong**, Head of Digital Experience, MADE.COM

Cloudinary offered the optimal way of achieving both these results. Now, at least three different (and sometimes as many as 10-plus) pictures are taken of a product (landscape, square, and a portrait crop) which is then loaded into Cloudinary at least 4000 x 4000 res. The Cloudinary system then automates the production of the most appropriate and most high-quality image for whatever device screen and channel (website, mobile, paid, social, etc.) the user is accessing.



“Cloudinary has played a major part in giving us a future-proof approach to imagery. We just upload them in as high-resolution as we can, and the technology does the rest.”

— **Edmund Kleiser**, Head of Technology Operations, MADE.COM

The flexibility of Cloudinary enables the MADE team to use the same solution for various use cases. For incorporating user-generated content (UGC) from influencers into MADE’s marketing campaigns, Cloudinary’s Digital Asset Management (DAM) system meets the brand’s workflow needs. With special access rights, MADE can smoothly manage the approval process to verify permissions and make the necessary edits before moving content into public collections. Afterwards, users can search through the media library with tags and keywords to find relevant assets for running marketing campaigns across web, social, and email.

THE RESULTS

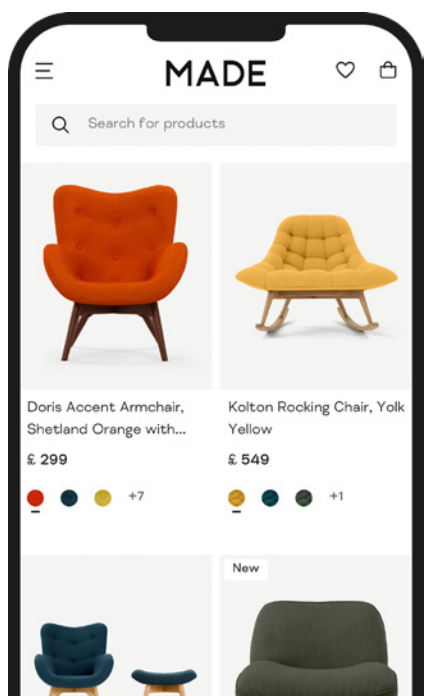
## Saving Time by Outsourcing to Image Experts

MADE.COM confirms that its site refresh has been a great success with its customers. And as images are the first thing site visitors see, it's vital that they load fast. Overall site performance has been transformed, with Cloudinary's expert help in recommending optimal settings to boost image load time.

Cloudinary automates other processes as well. High-resolution images are optimized for any display window the customer's viewing through. Optimizing all the catalog's images also means that the brand's online ads display better as well. Also, after photoshoots, backgrounds can be added dynamically to images, and at scale.

MADE's usage of Cloudinary's technology was an important aspect of the project. "We don't want our development teams sitting and looking at compression libraries and algorithms—we want to leave that to the experts to suss out properly," Kleiser confirms. "So delegating that to a team that specializes in image compression and can deliver images optimally is ideal for us."

- Edmund Kleiser, Head of Technology Operations, MADE.COM



## About Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With more than 50 billion assets under management and 7,500 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Peloton, Petco and Under Armour are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions.

For more information, visit [www.cloudinary.com](http://www.cloudinary.com).