



# Image Manager

Customer References & Resources



# Image Manager

Accelerating Digital Experiences at the Scale of Akamai

**21+ Billion**  
Image Hits

Per Day on Image  
Manager

**2+ Million**  
Images

Processed Every  
5 Minutes

**75%**  
Savings

Average Image  
Byte Reduction

Source: Akamai, 2019

# External References

Use the following slides to help guide customer discussions and insert into your presentations / demos.

## Maui Jim Keeps Innovating the Customer Experience with Akamai Image Manager



*“Every digital property needs to deliver a great experience, and we are able to serve up those great experiences without fail via Image Manager.”* - Jim Ferolo, CIO, Maui Jim

### Maui Jim sought...

- an *adaptive* platform to handle all image optimization requirements *dynamically*
- to stay agile while delivering on consumer expectations
- to deliver exceptional customer and brand experiences

### Key Impacts...

- Reduction in image bytes by up to 75%
- Improvements to Google PageSpeed Insights
- Lift in SEO rankings
- Increased site conversions



*“Image Manager removed a lot of friction from our workflow, saving us approximately one day per week. Now my team can focus on creating sites that deliver the best experience for visitors and game users.”*

*- George Hong, Senior Manager Web Development, Ubisoft*

## CHALLENGES

- Spent ~30% on image optimizations
- Unable to determine if images were properly optimized
- Forced departments to resize images
- Struggled to upload fresh content within tight or critical timelines
- Impact to user engagement and conversions

## WITH IMAGE MANAGER

- Gained visibility into image optimizations
- No image-related page load spikes or latency
- Eliminated support tickets for image optimizations and related site performance
- Consistent load times for benchmarking
- Faster time-to-market

*[Image Manager] makes life for clients like us much easier... and when it comes to work, it's really simplified through APIs, simple policies, query strings, URL matching, and now videos.*

*- Massimo Mollica, Manager of WebOps & Infrastructure, CBC/Radio-Canada*

# 15%

Image Manager consistently performed better than its next closest competitor

# 80% - 90%

Average reduction in image size with automated compressions

	Before	After
Page Weight	6MB - 8MB	< 1MB
Bounce Rate	50% - 80%	< 50%
Page Load	> 4 sec.	< 4 sec.

# telegraphmediagroup

*“Akamai has become a strategic partner that we engage to discuss some of our most pressing business and technology issues.”* — Toby Wright, CTO, Telegraph Media Group

**20%**

Telegraph’s home page weight decline overall

**10% - 60%**

Reduction in image weight with no perceived change to image quality

## Key Impacts

Achieved **9.6%** improvement in page load

Realized **2%** improvement in session time

Decreased page load time by **34%** for mobile

Increased session length by **13%** on mobile

Boosted Engagement & Advertising

Freed Engineering to focus on strategic initiatives





*"With Image Manager, our workflow is fully automated. Our studio takes a single picture, and Image Manager does the rest. We have experienced 100% reduction in man-hours dedicated to image optimization."*

*- Martin Helie , Vice President, Technology , Frank And Oak*

## Improving Operational Efficiencies

THEN

- Spent *hours* optimizing every image
- Managed 200 – 600 images per month
- Default quality setting at 80%
- Managed both high-res and low-res derivatives

NOW

Fully automated image transformation and delivery process with “zero images to manage”

## Key Impacts

- **Optimized** images for every browser and device
- **Automated** the image transformation and delivery process
- **Increased web conversions** while reducing churn and bounce
- **Reduced storage** and **improved operational efficiencies**

**+19%**  
Increase in  
conversion  
rates

## How Solving the Image-Weight Challenge Sped Sales for Linen Chest

*“After turning on Image Manager, we experienced an increase of 19% in our conversion rate and an increase of 30% [traffic] from users on tablet devices”*

### Performance Gains & Operational Savings

**50-90%** Reduction in image weight and bytes delivered



**BEFORE** **9%** → **AFTER** **14%** Mobile users with load times faster than 3 seconds



**25%** Reduction in time spent preparing images for the web

### Business Impact

	June	July
Page views	26% Increase	60% Increase
Sessions	16% Increase	17% Increase
Pages Per Visit	11% increase	42% increase
Conversions	14% Increase	19% Increase

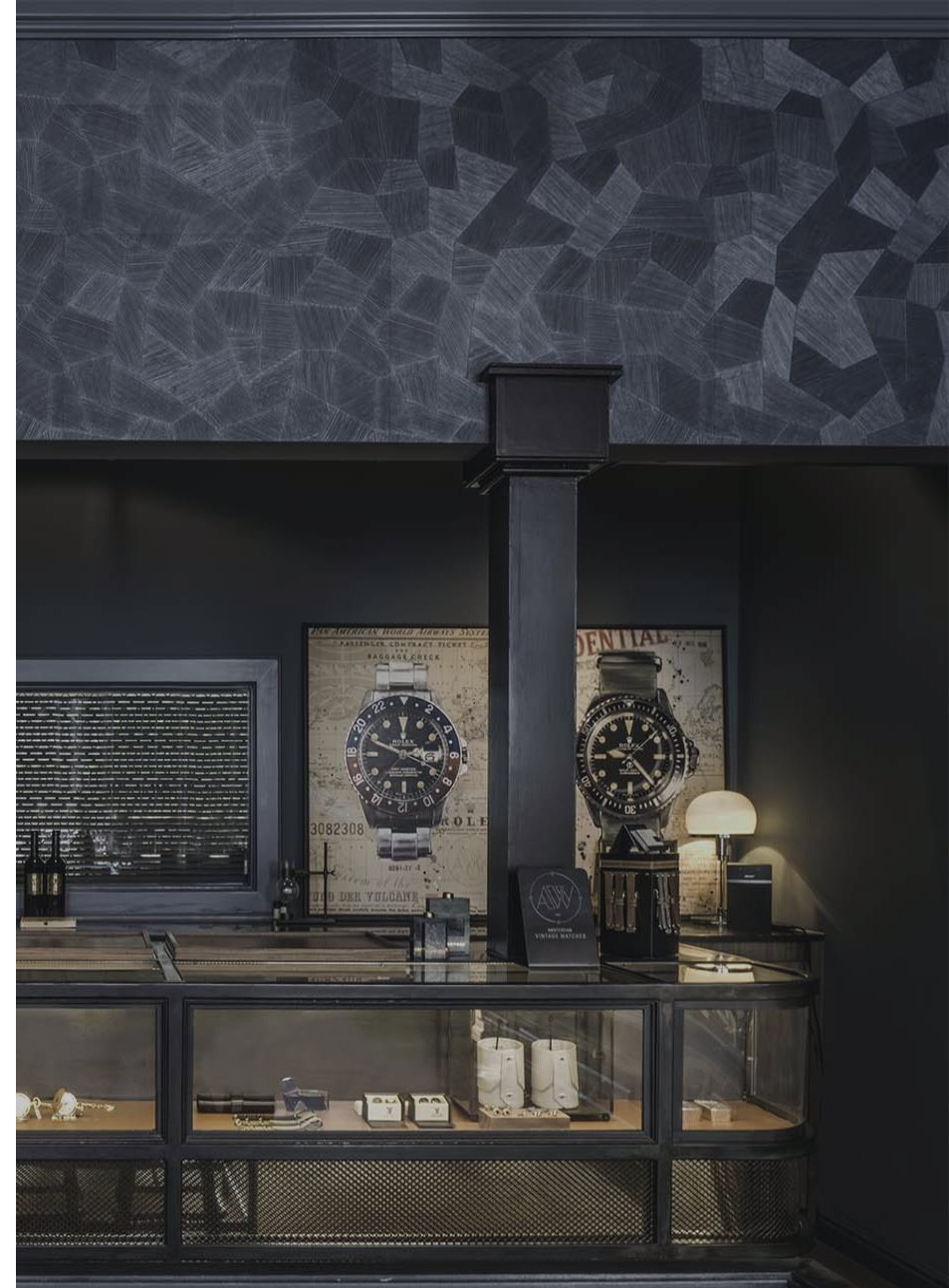
\*Image Manager activated in May. Results calculated month over month.

# Case Study: Watch Manufacturer

## \$4.6B Revenue | 6K+ Employees

- Prior to Image Manager video, customer suffered from manual video optimizations and delivery
- Expressed need to automate their video transformation workflow and reduce page weight

- **Image Manager Video contributed to an increase in video hits by over 900% in six months from 8.22M to 80M hits per month**
- **Increased total number of videos on website**



# Internal References

Use the following slides to help guide discussions. Do not insert into external customer-facing presentations / demos.



Abercrombie & Fitch



Liberty Mutual



STAPLES



ROLEX

WILLIAMS-SONOMA

Hilton AliExpress



SONY



NORDSTROM



GROUPON  
Rakuten



Saks Fifth Avenue



Foot Locker

- 550+ customers
- 63% of webpages are images. Everybody has a need for Image Manager
- \$8K - \$9K ARPU
- HUGE opportunity for Commerce mid-market and FinServ
- Utilize industry case studies for consultative selling
- Leverage Image Manager Video to re-engage conversations



Airbnb is highly dependent on presenting users with great imagery. After an unsuccessful DIY solution, Airbnb sought a cloud-based solution to create and deliver derivative images and videos to end users at scale

Airbnb can now easily create all of their image derivatives according to their artistic and business requirements.

### Key Impacts (Images + Videos)

- Shorten time-to-market with changing business requirements
- Automatically deliver the best images without sacrificing quality
- Offload complex DIY image and video infrastructure
- Scale to deliver BILLIONS of images to a global user base
- Simplify their workflow architecture by 40%
- Reduce video bytes by 43.5% in the first two weeks after implementation



Rolex is a leading global watch maker. High quality embedded video is a strategic initiative for their brand. Rolex leveraged Image Manager Video Optimization to expedite video adoption across their entire website.

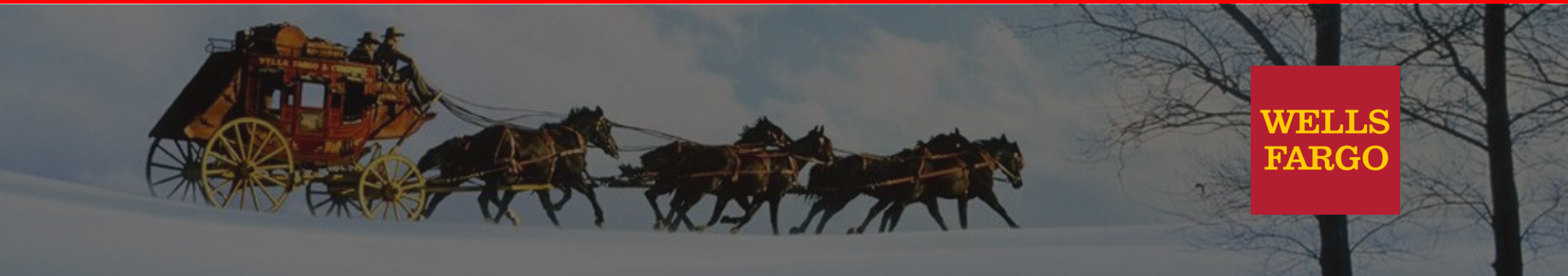
**>900%**

Increase in video utilization  
over six months

**+20%**

Increase in Time-on-Site

- Image Manager unlocked video for Rolex to achieve their strategic initiatives by lowering hurdles and providing control over video size and quality
- Image Manager Video contributed to an increase in video hits by over 900% in six months from 8.22M to 80M hits per month
- Time on site has increased 20% with no impact to performance



## Challenges

- DIY image optimization tool
- Align with heavy investment in UX
  - Omni-channel & Multi-channel
- Need to improve branding
- Heavy images negatively impacting performance
- Manual image optimization process

## Key Benefits

- Minimum 25% image weight reduction across the board
- Automated workflows
- Consistent user experience
- Improved performance, high quality without sacrifice, and better control to UX teams
- Technical and business benefits



# MANGO

## CHALLENGES

- Lacked control to dynamically adjust video size and quality
- Utilized YouTube as workaround
- Lacked tools to process videos in-house

## GOALS

- Add weekly product videos
- Increase use with no impact to performance
- Add short 5 second videos on all category and product pages

The screenshot shows the Mango website interface. The top navigation bar includes 'New', 'Women', 'Men', 'Girls', 'Boys', 'Plus Size', and 'Edits'. A search bar and 'Sign in' link are on the right. The main content area features two product images: a 'Gingham check blouse' for \$49.99 and a 'Croc-effect mini bag' for \$59.99. A sidebar on the left offers filters for 'COLORS' (Blacks, Whites, Reds, Greys, Beige tones, Greens, Browns, Ecu tones, Pinks, Yellows, Oranges, Purples) and 'SIZE' (1). At the bottom, a performance summary table is displayed:

Optimized videos : 8	Optimized images : 141	Total Saved Bytes	% Bytes Change
Savings : 33.17 MiB (-48.31%)	Savings : 17.10 MiB (-40.93%)	50.27 MiB	(-45.62%)

The screenshot shows a video player displaying a woman in a striped top. Below the video player, a performance summary table is shown:

Total Saved Bytes	1 Video	0 Images
4.86 MB	4.86 MB	0 B
( ▼ 59.28% )	( ▼ 59.28% )	( 0% )