

sportskeeda Achieved 56% Image Optimization With Gumlet

Sportskeeda is a listed global sports and esports news giant founded in 2009. The website has news, features, commentary, and videos on sports like Cricket, Football, Tennis, NFL,NBA, and popular video games. The site attracts 20+ Mn monthly visitors from the US to rank 13th in the sports category. In total, around 60 Mn visitors visit the site every month.

Challenge

To solve image optimization for this rapidly growing sports media juggernaut.

Solution

Gumlet's intelligent image content delivery network (CDN) identifies important parameters like screen size, resolution, browser, operating system, network speed, and many others.

A new optimized version of the original image is created according to these parameters, best suited for that particular user.

All of the above happens automatically within 30 to 50 ms.

Gumlet and the CDN then cache optimized image to quickly serve for future requests from similar devices.

sportskeeda

No. of employees:
1,073

ROI:
214%

Products:
**Gumlet's
Image
Optimization**

Impact

An essential aspect of this migration was the reduction in CDN bandwidth consumption. Images took up **76%** of their total CDN bandwidth consumption before. After Gumlet, the optimized images only took half as much bandwidth. It resulted in a comparable reduction in the total cost of ownership.

Due to Gumlet's automation, every image delivered is of high quality, the correct format & and reduced size without any engineering efforts from the Sportskeeda team. Image optimization and CDN delivery led to a **15%** reduction in the average page load time. And, this has led to a better user experience and improved SEO ranking.

The Gumlet integration has reduced average image size by a massive **56%** for all Sportskeeda pages.

The better website performance combined with Sportskeeda's excellent content led to monthly traffic increasing four times from **15 Mn** to **60 Mn**.

"The whole process of migrating to Gumlet was very smooth. Their team was available over a dedicated channel for constant support. It saved us a lot of time and effort in image management while significantly improving website performance. They have performed reliably over time as our traffic grew **4x** since the integration."

Sankalp Sharma

CTO, Sportskeeda

Reasons To Choose



1

Gumlet provided the highest possible media optimization

2

No code/low code integration

3

Easy integration helped us achieve instant results

Book A Demo