

5000+ videos moved, optimized, and transcoded in 3 hours: How Ethos's videos now tick like clockwork.

Ethos, a juggernaut in the luxury watches space has seen a rapid increase in their digital presence and online sales. That, along with a video-first app in the pipeline, the biggest influx of online eyes and clicks yet to come.

They needed:

Extremely high quality videos with every request

Adaptive device compatibility for every video - across all mobiles and computers

Instantaneous video loading with low latency and no buffer

Minimal bandwidth and network usage at scale

(73% of ecommerce consumers are more likely to buy after watching a product video.)

However, their increase in digital activity and traffic uncovered some hidden bottlenecks in their existing video hosting platform - Vimeo.

The following were the letdowns:

1.

Poor video performance causing buffering and slow loading

2.

Subpar video optimization and compression

3.

Hidden costs within their existing Vimeo plan for additional usage

4.


Increased Bandwidth and network consumption costs

In a space and age where better video optimization can improve conversion rates by **upto 80%**, Ethos knew they needed only the best of what the industry had to offer. They needed a change that was quick and seamless.


That's where Gumlet stepped in.

Ethos made the switch and got:

- Nearly all their videos migrated from Vimeo in **< 3 hours with Zero downtime**
- Videos optimized for peak performance with snappy start times
- **High user engagement** post implementation
- In-depth analytics on media consumption by viewers
- **Significantly lower bandwidth** and network costs
- A custom pricing plan, tailored to their needs.

 **42%**
Increase in video compression

 **55%**
Increase in user engagement

 **34%**
Spend Saved

But wait, there's more.

Ethos gained **DRM security** protection, **frictionless integration** with their tech stack, **24/7 multi-channel support**, and a **99.95% uptime SLA**.

We feel a lot more at peace with hosting media on Gumlet. I think we're a lot more prepared now to deal with digital campaigns and the traffic they bring.

— **Subhadeep Shaw**,
Product Manager, Ethos



The numbers tell the story



3 hours

For the entire migration to take place



55%

Increase in user engagement



42%

Increase in video compression



5000+

High definition videos
- initially migrated



37%

Increase in user
conversion so far

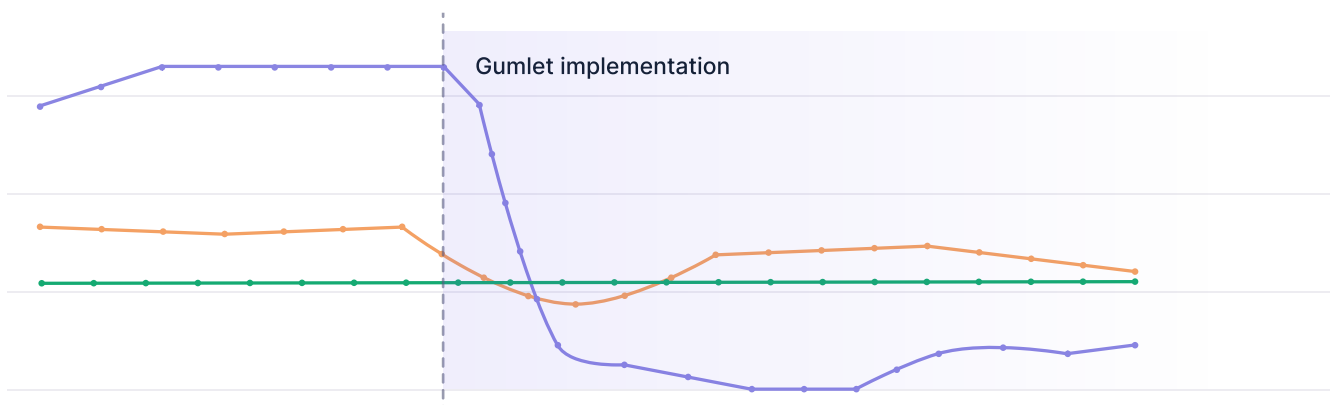


34%

Spend saved

Page loading times since Gumlet's implementation:

- Largest Contentful Paint (LCP)
- Interaction to next paint (INP)
- Cumulative layout shift (CLS)



Want to see how Gumlet can enable your team's video processes ?

[Click here](#)

to get a tailored walkthrough with our product experts.