

## 52% more learner engagement, 36% spend saved - Here's how GrowthSchool aced the scaling test.

GrowthSchool, a mainstay in e-learning, set out to expand its reach by adding 100,000+ new viewers through recorded webinars. To make this possible, they needed:

Buffer-free and mobile friendly streaming

A tailored learner experience

Predictable pricing to scale efficiently

*( Who doesn't love sticking to budgets? )*

But there was a problem - Vimeo.

Their existing video hosting provider wasn't cutting it.

### What went wrong?

1.

Vimeo's pricing plan was not supportive of GrowthSchool's scaling plans

2.

Poor compression increased bandwidth expenses by 36%

3.

Serious playback quality issues on choppy networks and mobile devices.

4.

Limited customization options, restricted the learner experience

*( The unholy quartet of modern-day video hosting. )*

To scale successfully, they needed a solution that could deliver seamless streaming, boost learner engagement, and drive more conversions—all without unpredictable costs or technical limitations.

## Enter Gumlet

GrowthSchool made the switch, and:

- Got a predictable scale-friendly pricing plan
- Migrated 100,000+ videos in under two weeks with ZERO downtime
- Automatically optimized videos for a smooth, buffer-free playback
- Secured courses with industry-grade DRM for piracy protection
- Fully customized their video player to match their brand and user needs

 **36%**  
Spend Saved

 **41%**  
Reduction in streaming  
bandwidth

 **52%**  
Increase in video  
completion rate (**across  
50,000+ videos**)

And it didn't stop there. GrowthSchool gained real-time insights, frictionless integration with their tech stack, 24/7 multi-channel support, and a 99.95% uptime SLA.

Gumlet didn't just solve our immediate roadblocks—it future-proofed our platform. From seamless video optimization to lightning-fast delivery, Gumlet has been a game-changer in our growth journey.

— **Kamlesh Meghwal**,  
Head of Engineering, GrowthSchool



## The numbers tell the story



**36%**

Saving on cloud spend



**41%**

Reduction in streaming bandwidth



**52%**

Increase in video completion rate  
(across 50,000+ videos)



**150%**

Growth in video consumption  
since switching to Gumlet



**<2 Weeks**

Complete migration with zero  
downtime



**50+ TB**

Videos hosted, transcoded and  
streamed on Gumlet

**Want to see how Gumlet can fit your  
specific needs?**

[Click here](#)

to get a tailored walkthrough with our product experts.