

# How Shoelace helps merchants using cutting edge marketing tools running Cloudimage

## The Company

Shoelace makes it easy for smaller advertisers to launch online retargeting campaigns as SMBs rarely have the time, resources or even the experience to manage the promotion of their online business. Without requiring any technical setup on the merchants side, Shoelace can install tracking pixels, segment visitors and decide what campaigns to run, letting their client focus on their business while automated online marketing campaigns keep increasing their sales conversation rate.

## The Challenge

Shoelace helps merchants using cutting edge marketing tools like the Facebook Dynamic Product Ad. This service requires that advertisers use specific image size and format and Shoelace has some clients with large library of pictures. Alexander Sloan co-founder and CTO at Shoelace illustrated their need in one example: «Our biggest client has 100.000+ products in its catalogue, it represents up to 800 000 images to process and load daily on Facebook».

« Everything about you guys is pretty great: you have a good product and it works really quickly. We process large amount of pictures and failures are insignificant.»

Alexander Sloan, CTO of Shoelace

## The Solution

Shoelace chose Cloudimage for its high scalability, its extremely reliable CDN service and cost effective resizing service. The Shoelace team doesn't need a high storage nor bandwidth but has to manage a very high number of transactions every day. In summer 2016 it reached 6 000 000 transformations for their clients in a month.

Cloudimage isn't just a great technical solution for Shoelace, it is also extremely cost effective. Alexander Sloan realised that if they had chosen another image resizing solution on the market instead of using Cloudimage and its unlimited number of transformation comprised in each plan the company would have spent up to 50.000\$ more in their first 60 days of business.



« The set-up was really simple, we were happy with the pricing and with the solution. In a few hours, Shoelace has implemented Cloudimage. »

**Alexander Sloan**  
CTO of Shoelace