

# How Shoelace relies on Cloudimage to help merchants implement cutting-edge marketing

## The Company

Shoelace helps e-commerce merchants launch online retargeting campaigns. Their customers consist of small and medium businesses who do not have the time or the resources to manage such campaigns on their own. Without requiring any technical setup on the merchants' part, Shoelace installs tracking pixels, segments visitors, and decides what campaigns to run. As a result, clients can focus on their businesses while automated online marketing campaigns keep increasing their ROI.

## The Challenge

Shoelace helps merchants use cutting-edge marketing tools such as Facebook's Dynamic Product Ads. This service requires that advertisers use specific image sizes and formats, and Shoelace has some clients with especially large picture libraries. Alexander Sloan, co-founder and CTO of Shoelace, gives an example of their need for an image management solution: "Our biggest client has more than 100,000 products in their catalogue. This means that we'd need to process and upload up to 800,000 images daily on Facebook."

## The Solution

*"Everything about you guys is pretty great: you have a good product and it works really quickly. We process a large amount of pictures and failures are insignificant."* — Alexander Sloan, CTO of Shoelace

Shoelace chose Cloudimage for its high scalability, highly reliable CDN service, and cost-effective pricing plan. The Shoelace team does not need a high storage nor a high bandwidth, but has to manage a very high number of transactions every day. In summer 2016, Shoelace reached 6,000,000 transformations for its clients in a month.

Cloudimage is not only a great technical solution for Shoelace, but it is also extremely cost-effective due to its bandwidth-based pricing. Alexander Sloan realized that if Shoelace had opted for different image resizing solution on the market, 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 the solution. In a few hours, Shoelace was able to successfully implement Cloudimage."*

**Alexander Sloan**  
CTO of Shoelace