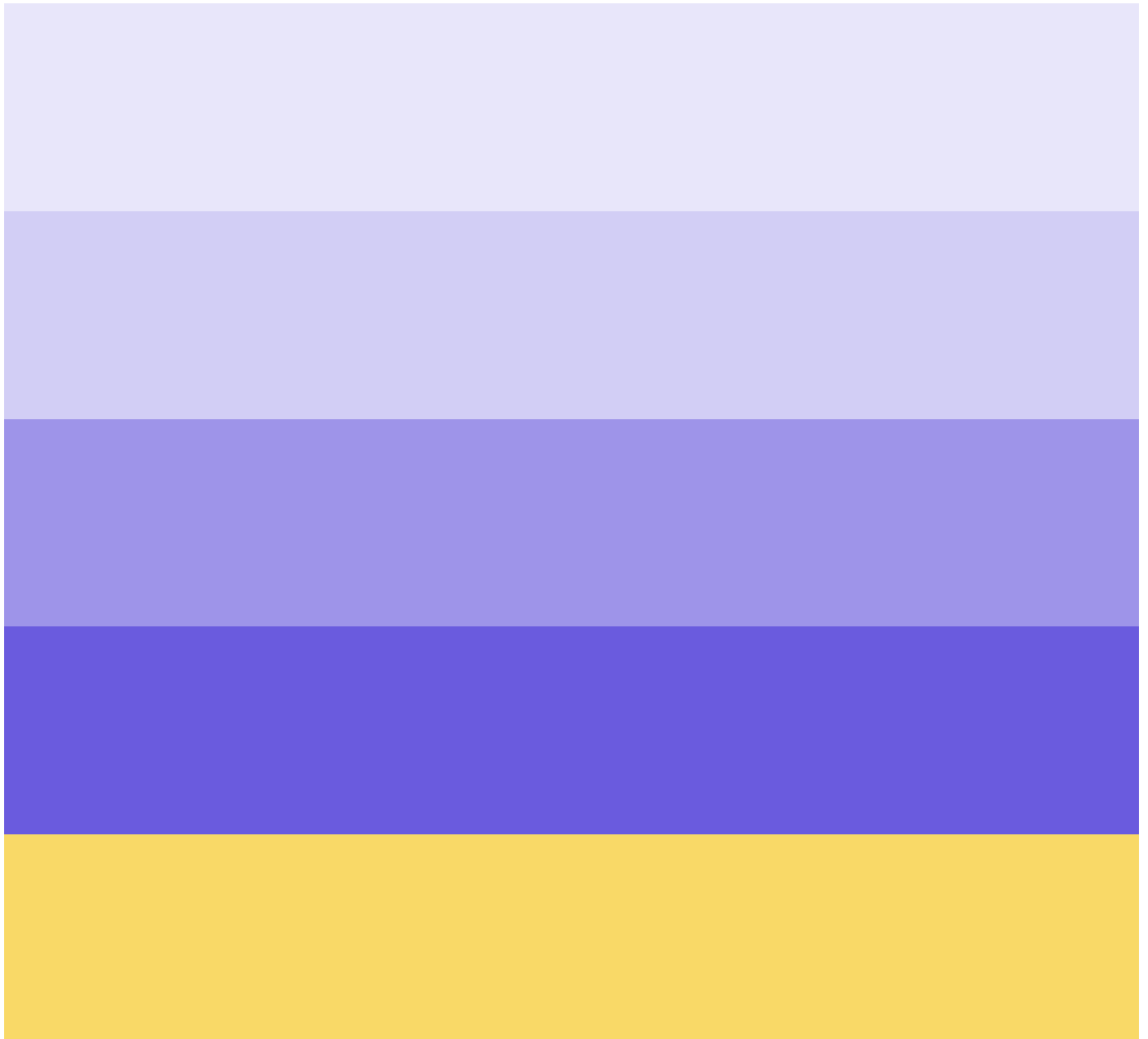


# How Shogun Improved Business Productivity

With Customer Experience Suite



— When it comes to speed, Shogun Frontend's sub-second load time is the critical difference between retaining or losing a customer.







**Brett Gibson,**  
General partner at Initialized Capital



Let's see how **shōgun**, an ecommerce page building platform, solved this challenge using Uploadcare's next-gen technology.

**Challenge:** Shogun is a powerful page-building platform for ecommerce teams and agencies. They were looking for an efficient way to handle image uploading and processing so they could launch their product faster, minimize costs, and provide a seamless digital experience on Shogun-based pages.

## Results:

	Image size reduction:	80%
	Money saved in image hosting costs:	\$300,000
	Money saved in development costs:	\$200,000
	Time saved in staff months:	17.5

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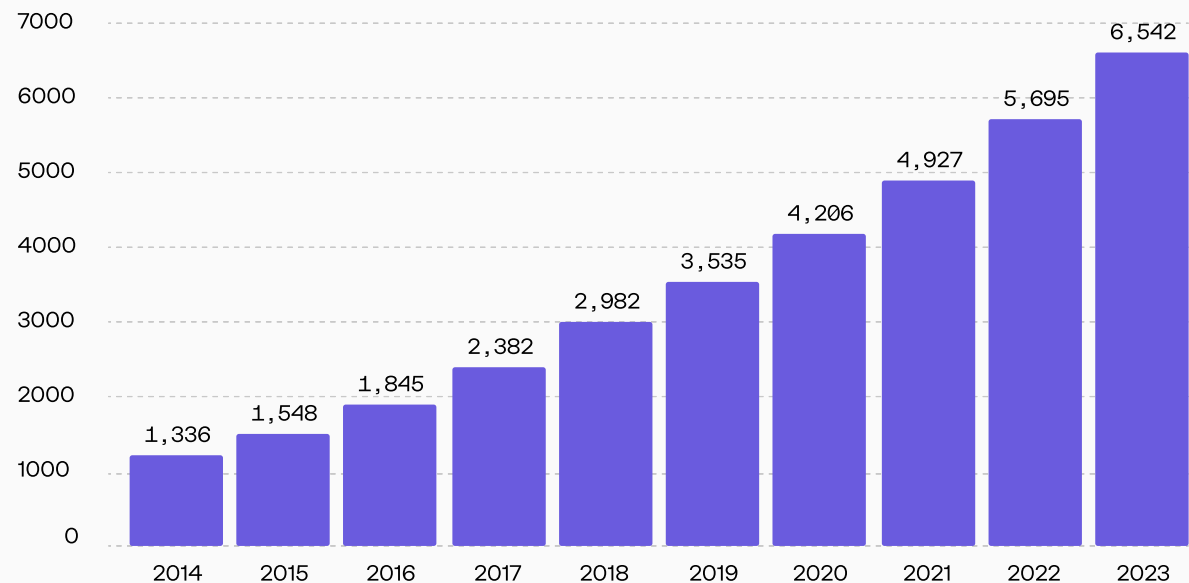
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# How retail market trends shape technology

According to data from Statista,<sup>1</sup> by the end of 2021, global ecommerce sales will reach \$4.9 trillion, and the growth will continue. At the same time, customers are becoming more demanding, especially when it comes to speed. For Amazon, a one-second delay in page load could lead to \$1.6 billion in revenue loss each year.<sup>2</sup>

Retail e-commerce sales worldwide from 2014 to 2023 (in billion U.S. dollars)



<sup>1</sup> Statista: "Retail ecommerce sales worldwide from 2014 to 2023"

<sup>2</sup> Fast Company: "How One Second Could Cost Amazon \$1.6 billion In Sales"

# How retail market trends shape technology

Product page structure



In ecommerce, product images account for a large part of the website content. Image quality plays a crucial role when making purchasing decisions. In a survey by Field Agent, 83% of respondents found product photos to be "very" or "extremely" influential.<sup>3</sup>

Numerous images are one of the reasons why web pages are getting larger. HTTP Archive estimated the average page size of over a million top sites worldwide and found that it is increasing.<sup>4</sup> And the bigger the page, the slower it will load, especially on mobile devices.

<sup>3</sup> eMarketer: "For Online Shoppers, Photos Can Influence a Purchase"

<sup>4</sup> HTTP Archive: "Report: State of the Web"

86% → \$\$  
Of image content can be optimized Savings

Big image-heavy pages and growing customer demands are challenging Shogun to scale accordingly. The ever-growing customer base and average page size per user add to the complexity. As explained by Finbarr Taylor, CEO and Co-Founder of Shogun, [each month, internet shoppers visit hundreds of millions of storefronts created with Shogun. Each of them contains images that need optimization.](#)

# About Shogun



**shōgun** is a powerful page building platform for ecommerce teams and agencies. It empowers brands to create unique ecommerce experiences by making it easy to build and optimize online stores.

— Our clients range from aspirational entrepreneurs all the way to Fortune 100 companies. They want to launch campaigns and landing pages quickly and easily online.



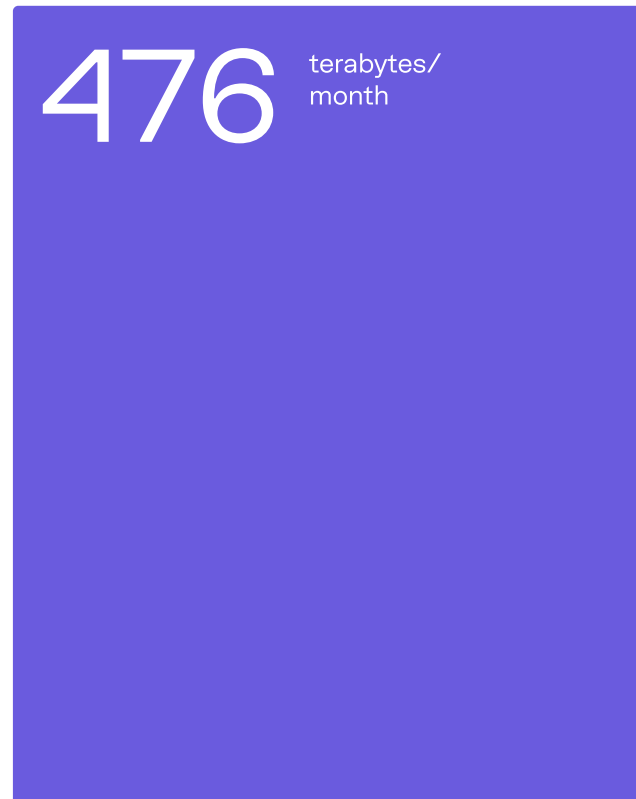
**Finbarr Taylor,**  
Shogun Co-Founder and CEO

# Shogun's challenge: improving CX along with business productivity

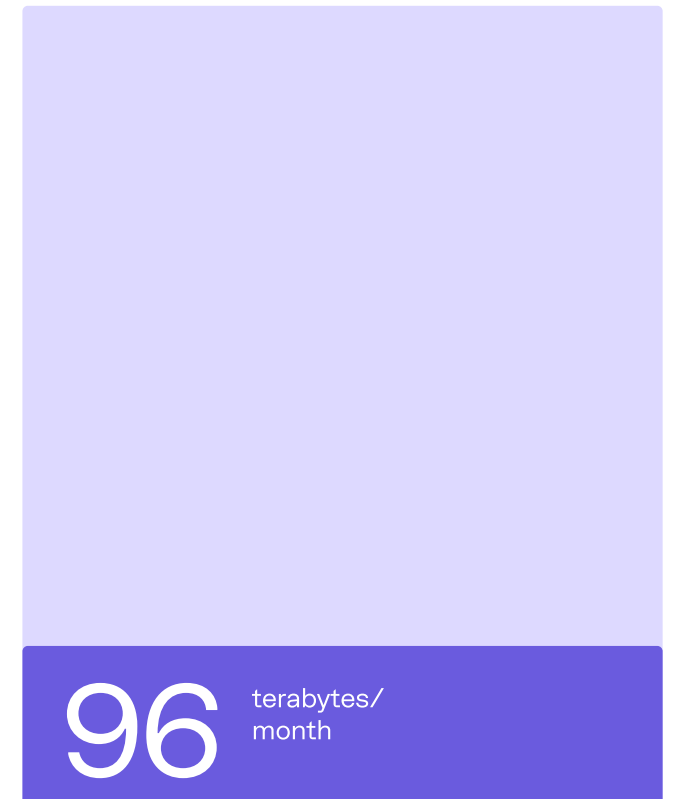
Shogun serves a total of 96 terabytes of image content per month, but not a single one of them is full-sized. Without optimization, this would have been 476 terabytes of data-heavy images, increasing page-load times and bounce rates.

So optimization was a must, but building the infrastructure in-house wasn't an option.

Without optimisation



With optimisation



# Problem: in-house image handling is a headache

At first, Shogun considered building their own infrastructure. Having conducted research and some calculations, they decided that a DIY solution isn't an option.

## 1 — Extra Team Load

Developing a file-uploading and image-processing system from scratch would've taken a lot of human resources. Engineers wouldn't have been able to focus on their main job: iterating, maintaining, and supporting the product. And this would've harmed the business in the long run.

— *Engineers increase the platform's stability, which leads to longer retention and ultimately more LTV per customer. They have a massive direct impact on the revenue of the business.* ”

## 3 — Product Launch Delay

Building an image-handling system would've required time and could've delayed Shogun's product launch. In addition, the company would've had to invest time in ongoing infrastructure maintenance and support.

— *Uploadcare saves developers' time and solves a fairly well-compartmentalized core part of what we need to do.* ”

## 2 — Increased Costs

Recruiting several full-time developers would've required additional investments in the project and therefore increased the total cost of ownership.

— *Building the functionality we use would've probably taken a team of 3 or 4 developers several months.* ”

## 4 — Reliability Issues

Unavailable image uploads or slow image processing would lead to poor user experience, so any ecommerce media pipeline should be secure and reliable. Ensuring smooth performance is a separate work front.

— *it's very annoying to implement file uploading: uploads fail and stall, there are network issues, slow connections are very difficult to manage.* ”

# Goal: Satisfy Customers Without Sacrifices

To cope with tons of images and keep up with growing client demands, Shogun set four objectives in order to bring tangible business benefits to both the company and its clients:



## Take the Image Handling Load off the Team

Finding a convenient ready-made solution would prevent burnouts and help in-house engineers focus on the other crucial features of the product.



## Reduce Image-Hosting Costs

Lowering the bandwidth and traffic costs would decrease the total cost of ownership and free up more resources for business development.



## Speed up Production and Launch

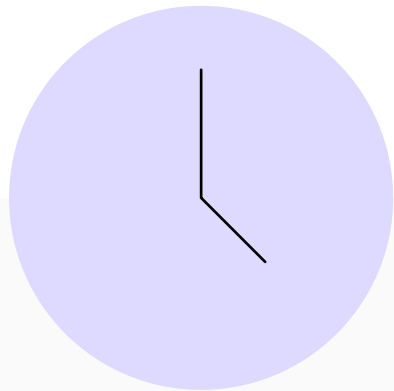
Saving on the development and maintenance of the infrastructure would streamline the production cycle and cut down on the time to market.



## Ensure Reliable Content Management

A file-handling system with a smart CDN would provide a smooth user experience even during traffic surges.

# Solution: CX Suite by Uploadcare



Just 2 hours  
instead of  
several months

Having a good sense of ecommerce values and market trends, Shogun started looking for a partner that shared the same knowledge and values. Customer Experience Suite by Uploadcare helped Shogun to reach their goal in a couple of hours instead of several months. The whole process had three simple steps.



# Step 1: Integrating & Configuring the File Uploader

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Shogun used Uploadcare File Uploader, a responsive and mobile-ready solution for integrating uploading capabilities. It is provided as a typical JavaScript library and has a tab-based UI. The file upload widget was implemented with a single line of JavaScript and was able to start accepting images from users right away.

Further customization adjusted the widget to Shogun's needs and page style. For example, the team allowed users to select and upload multiple files and to edit images after uploading.

— It was a very straightforward integration. Just a line of JavaScript. I think it only took us a couple of hours to get it working initially. The integration was lightweight and didn't require a ton of work.



**Finbarr Taylor,**  
Shogun Co-Founder and CEO

— I remember seeing the way that the on-the-fly CDN worked and thinking it would save us a bunch of time. If we ever changed how we handled images, we wouldn't have to reprocess our entire image set. We could just change the URLs.



**Finbarr Taylor,**  
Shogun Co-Founder and CEO

Although the widget can be configured to use custom storage, Shogun trusts the built-in Uploadcare storage and smart image CDN. With its help, every uploaded file is rapidly and safely delivered across 288K servers in 135+ countries.

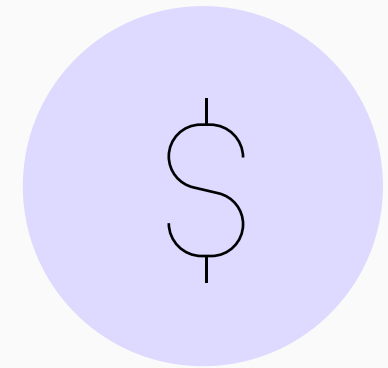
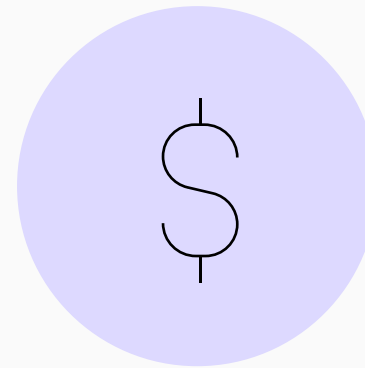
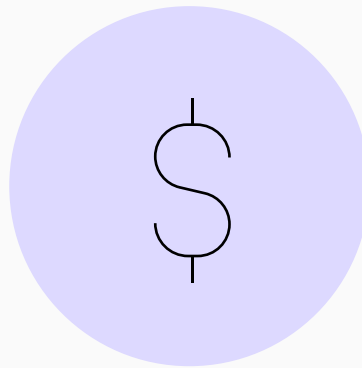
Uploadcare automatically scales the infrastructure to handle the increasing pressure caused by Shogun's ever-growing customer base.

# Step 2: Setting Up Image Compression and Performance

## Implementation of Modern Formats

To make pages load even faster, Shogun configured the format and quality of uploaded images.

Uploadcare can either convert images to one of the chosen formats (JPEG, PNG, or WebP) or adapt the image format according to the capabilities of the client. Using the latter Auto Format option resulted in a huge reduction in image size for Shogun, for example, by turning JPEGs into WebPs whenever possible. Lowering the image bandwidth cut the total cost of ownership of the CDN and traffic costs by 86%.



# 86%

Savings in traffic cost by lowering the image bandwidth

# Step 2: Setting Up Image Compression and Performance

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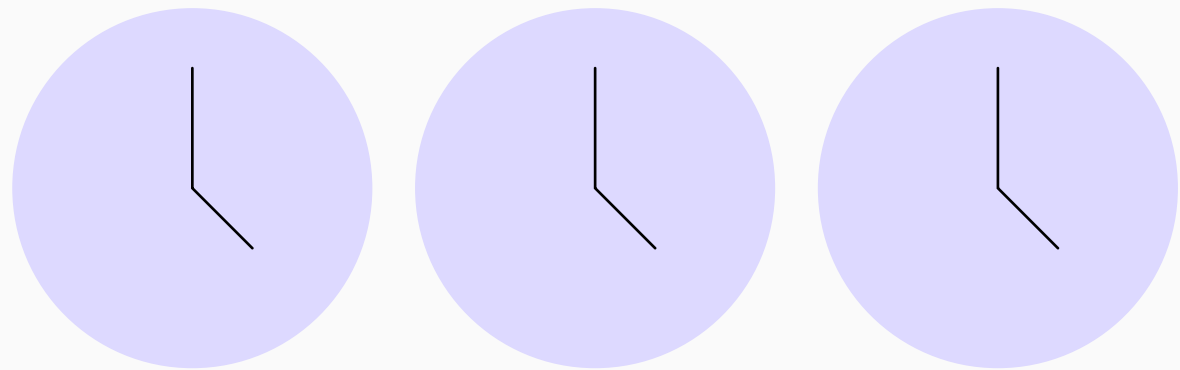
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## The Balance between Image Size and Quality

File size also affects loading speeds and volumes of generated traffic.

By manipulating image quality, it's possible to increase the file size for more detail or decrease it to reduce traffic and loading time. [Shogun configured Uploadcare's platform to automatically adjust the image compression to preserve the visual quality while minimizing the file size.](#)

Optimizing images via Uploadcare's end-to-end cloud platform accelerates page load times by 1.5x. Improved web performance provides Shogun's clients exactly what they're looking for: increased website conversion and online sales growth.

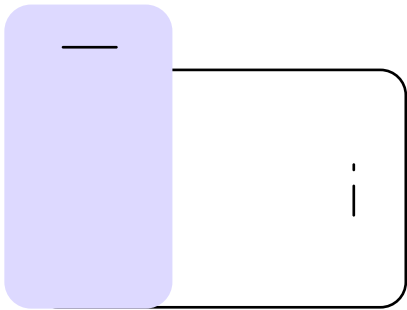


# 1.5<sup>x</sup>

Page load time acceleration by optimizing images via Uploadcare end-to-end cloud platform

# Step 3: Improving the Digital Experience With Uploadcare

Page speed is an essential factor when it comes to digital experience, but it's equally important to adapt content to the user context. Non-responsive images that won't properly size for the user's device, browser, and layout are often the reason behind poor user experience.







To provide customers with unhindered website interactions, Uploadcare developed Adaptive Delivery, a full-stack image optimization solution included in the CX Suite that:

- Adapts images to fit the device and browser through responsiveness
- Increases page load time at no loss in visual quality through smart image compression
- Renders only the images the user scrolls to through lightweight lazy loading
- Serves high-resolution images for high-density screens through retina support
- Serves next-gen WebP images through WebP support

# Results

CX Suite by Uploadcare automated every aspect of Shogun’s media pipeline, from uploading files to delivering them adapted to the end-user context. This resulted in:

	Image size reduction	80%
	Money saved in image hosting costs	\$300,000
	Money saved in development costs	\$200,000
	Time saved in staff months	17.5

# Better Performance & Lower Costs



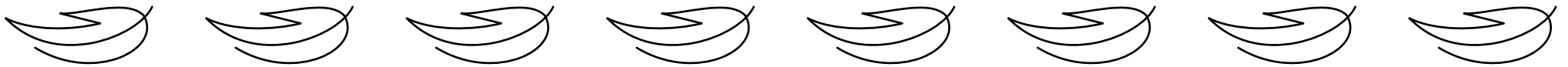
Shogun solved the challenge with Uploadcare's fully managed service. The seamless integration with complete migration assistance saved the team months of work and over \$200,000 in workforce investments.

The implementation of CX Suite further reduced costs by lowering the bandwidth usage. It helped dramatically lower load times for Shogun-based pages, leading to better digital experiences for Shogun's customers and their end clients. The customers were then able to grow online sales through better conversions induced by enhanced web performance.

# Over 80% of Image Bandwidth Cut

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Shogun reduced their image bandwidth by at least 80% using Uploadcare's image quality and format optimizations. Lighter pages means better web performance, which is a win-win for Shogun and its customers.

While Shogun reduces hosting costs and gets better engagement and retention rates, their users create faster pages, regardless of how large the original uploaded images are. According to Finbarr, instant image loading potentially saves its customers' businesses hundreds of thousands to millions of dollars per month.

— Shogun strives to make pages that are very well optimized: the images are properly compressed, they are in a good format, with lazy loading widely adopted.



**Finbarr Taylor,**  
Shogun Co-Founder and CEO



# 86% of Image Content Delivery Costs Saved

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With Uploadcare, Shogun reduced image bandwidth costs by up to 86% compared to the costs of serving the equivalent unoptimized traffic. This results in infrastructure cost savings of just over \$300,000 per year.

For a company like Shogun, image content delivery costs mount quickly. One, all Shogun's users serve images through the application. Two, ecommerce stores are notoriously image heavy. Multiply these two factors, and you get very heavy bandwidth usage.

— The CDN image transformations are very helpful. Ecommerce retailers upload all kinds of images, and then we just hand them to Uploadcare, add the appropriate flags, and it automatically optimizes the images' format, size, and quality so we're not serving up massive files. ”

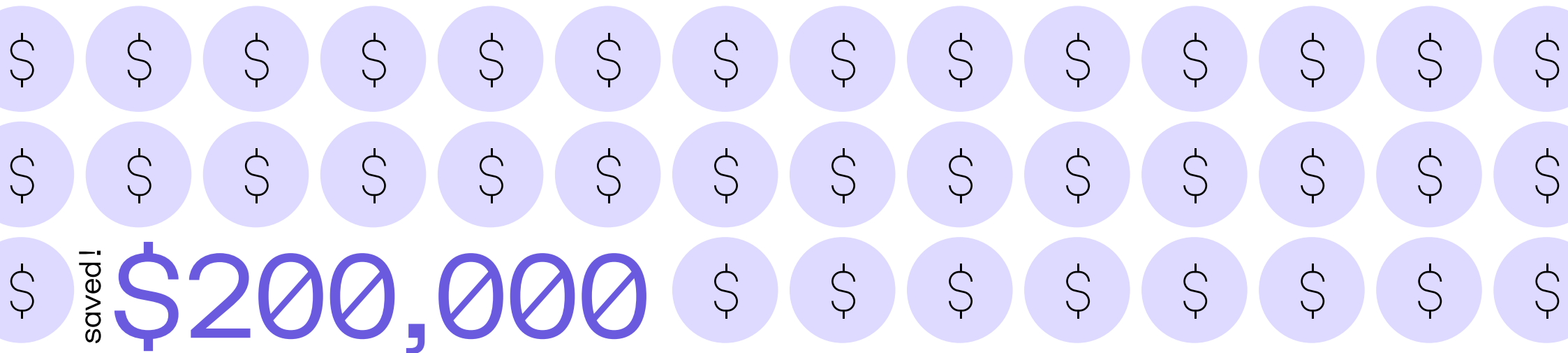


**Finbarr Taylor,**  
Shogun Co-Founder and CEO

# Over \$200,000 & 3 Months Saved on Development

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Shogun drastically reduced initial development costs by avoiding building the infrastructure in-house. This would have required 3 or 4 developers working full-time for at least 3 months (17.5 staff months). At an estimated fully loaded cost of \$125,000 per year per developer, this comes out to over \$200,000 in development cost savings.

In addition to the initial development expenses, Shogun cut down on ongoing maintenance and non-technical support. Bug fixes and minor feature development would have required at least one full-time developer and significant ongoing costs.

Using Uploadcare saved Shogun not only money, but also time. The team was able to bring Shogun to market faster and ensured they wouldn't have to spend time in the future developing additional functionality as their needs expanded.

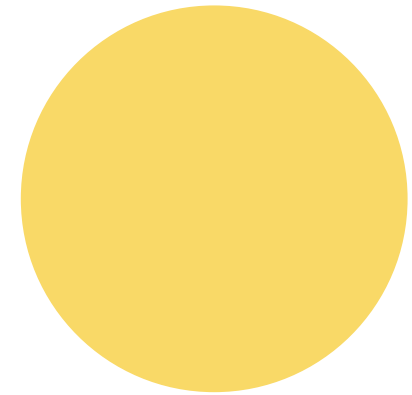
— Using Uploadcare, we've basically taken a shortcut. We haven't had to build any uploading or image-processing infrastructure ourselves, so we've saved a bunch of developers' work. This part of our software is just handled. It's not something we need to worry about.



**Finbarr Taylor,**  
Shogun Co-Founder and CEO

# About Uploadcare

Uploadcare is a global end-to-end cloud platform that covers the complete media pipeline, from uploading files to delivering them adapted to end-user context.



Uploadcare's CX Suite is featured with File Uploader (one of the world's fastest), an automated Smart and Secure Storage, a superior AI-driven Image Transformations Engine, proprietary-designed Visual Intelligence Algorithms, and unique content delivery solutions.

Diving deep into cutting-edge development, the company is continuously committed to disrupting the content delivery market. Meeting the rising expectations and following the global trend supported by corporations like Google, Uploadcare has introduced Adaptive Delivery to streamline digital experiences across the endless challenges of the inevitable Digital Transformation.

For enterprise-range clients like Mozilla, L'Oreal, Sundance Institute, Paperless, and Shogun, Uploadcare provides a range of solutions to better serve industry leaders. The Bi-Directional© infrastructure was battle-tested in the most demanding large-scale projects. Thus, it can cover any part of the business file-handling pipeline and can be deeply customized to any complex requirements.

# Get competitive edge with Uploadcare

Uploadcare 

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