

MAGRABi

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MAGRABi Chooses Medianova to Stay Fast

MAGRABi is the Middle East's leading fashion eyewear and medical eye care retail & health company, with more than 150 stores across 5 countries in the region, as well as 20 pioneering MAGRABi hospitals focused on vision and eye health research. Throughout the U.A.E., Saudi Arabia, Qatar, Kuwait, and Egypt, MAGRABi stores and eyewear concept stores are home to a carefully curated collection of eyewear styles and designer brands, as well as the most advanced contact lenses available.

As MAGRABi launched its website across countries, it was aware that performance is the key to its success. **Faster sites meant higher conversion rates.** It turned to Medianova CDN for performance because of Medianova's robust infrastructure in the Middle East. According to third party Real User Monitoring Tests, Medianova was **61% faster than its closest competitor in** the region.

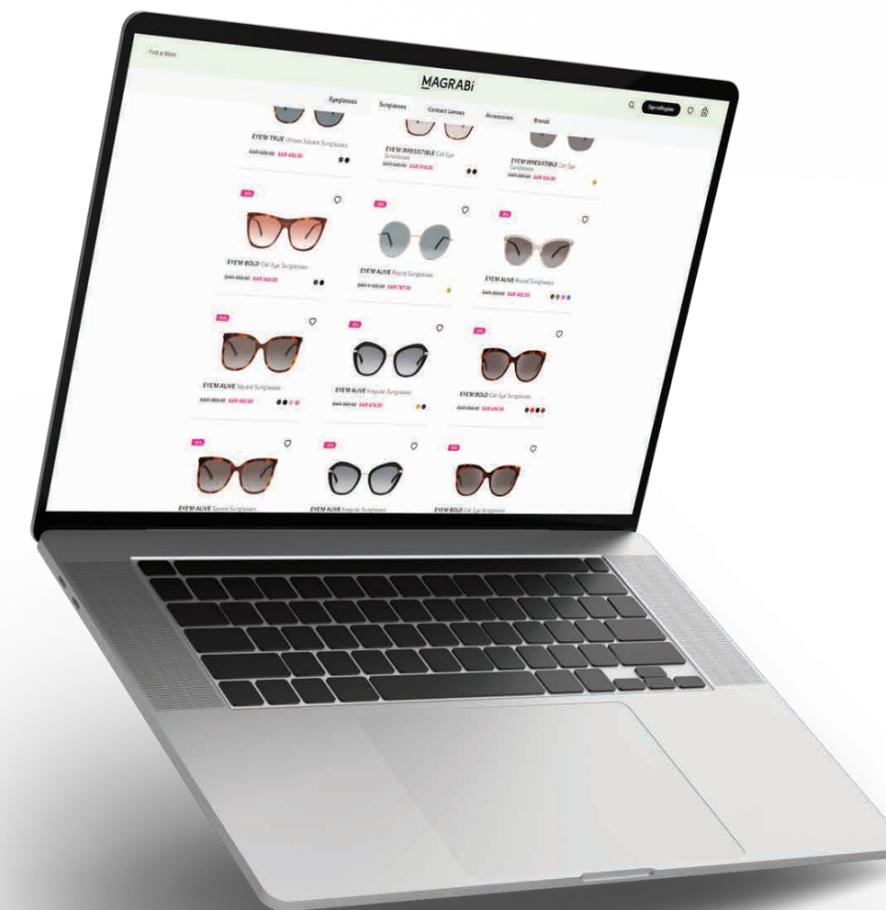


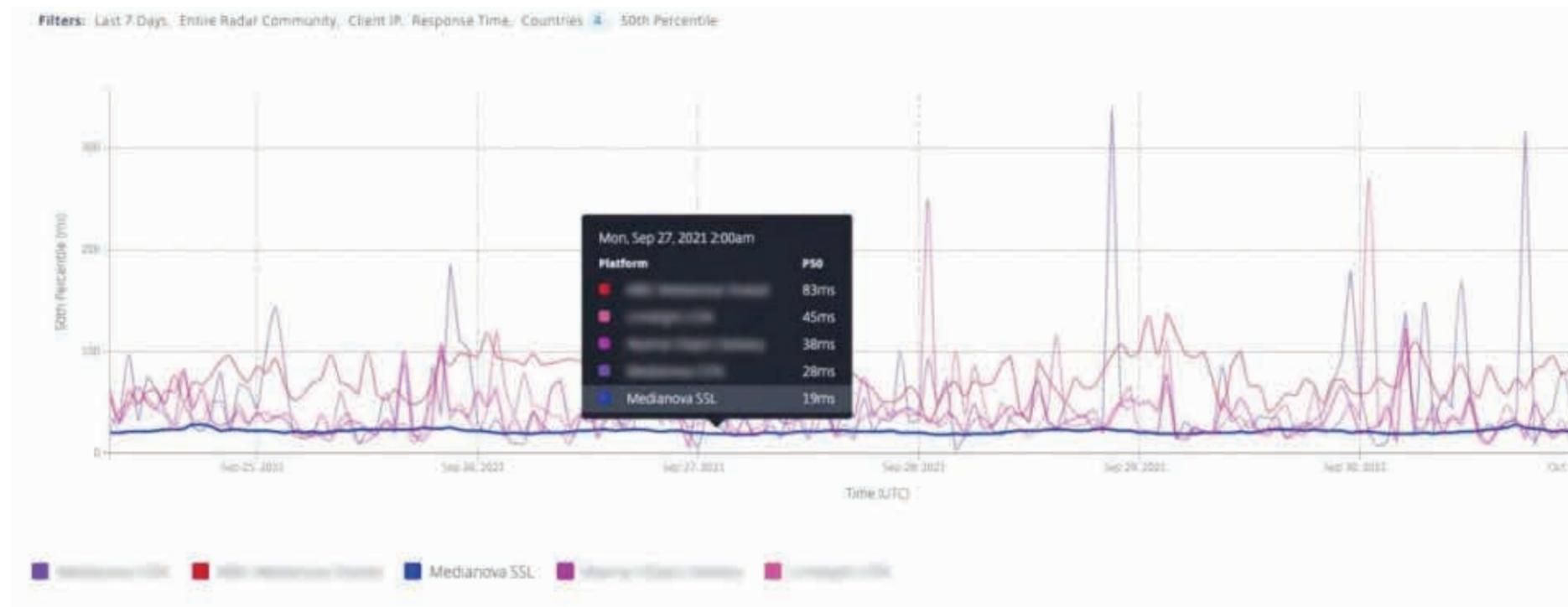


Challenges

MAGRABi serves a wide region. It wouldn't be easy for MAGRABi to maintain a high-quality service without any interruption in all the five countries it's operating. Even if it performed well in one country, it would still be challenging for it **to improve site performance in all the countries** in an always available, reliable and scalable way. With these in mind, it was hard to find a provider that has local infrastructure investments and a good performance in the region.

In a modern ecommerce business, every second of latency can translate into lost revenue. Therefore, MAGRABi wanted to ensure that its customers have a seamless browsing experience from day one.





MEASUREMENT TYPE
Response Time

STATISTIC
50th Percentile

PLATFORM

LOCATION

NETWORK
Select a network

CONTINENT
Select a Continent

COUNTRY

- X Qatar 0.05
- X Saudi Arabia 0.54
- X Kuwait 0.06
- X United Arab Emirates 0.23

It was also important for MAGRABi to optimize image delivery. They **didn't want to compromise on image quality for the sake of faster load times**. As an e-commerce site, they had high-resolution images and didn't want to reduce the quality of the images just to save on the size. Overall, they wanted to have a faster website with high-quality images by using **new generation compression technologies like WebP**.

Along with these, having a fast website was also important for Search Engine Optimization.



Solution

Medianova's global network with a strong presence in MENA

The global and regional footprint of Medianova CDN, which caches content in over 10 PoPs in the region was crucial to the decision to choose Medianova. Medianova provides the best performance in the region with its direct access to all major carriers and ISPs. Thanks to these **regional points of presence** MAGRABi was able to serve content more locally and faster. As a result, the need for high-quality images while keeping the performance at its best was easily met.





On-The-Fly Image Optimization with WebP

In addition to serving cached content from closer PoPs, MAGRABi benefited from Medianova's Image Optimization service too.

Medianova Image Optimization runs on the cloud and allows MAGRABi to resize, crop, transform and optimize images on the fly without an extra manual effort. All different versions of the images can be requested with a simple URL call and cached on the CDN for faster delivery.

All they need to do is to create their origin image as a raw file. The versions are produced by Medianova Image Optimization in the CDN Cloud. This also helps them avoid keeping millions of image versions in their storage. There is no need for extra hardware or CPU and no need for additional third-party solutions.

Moreover, images are converted into Google's WebP format and cached. Medianova CDN detects the browser type and serves images in WebP format when compatible.

E-commerce Know-How

Medianova has vast e-commerce knowledge and experience as it has been trusted by the leading e-commerce brands. This assured MAGRABi that Medianova knows the industry-specific challenges and how to tackle these problems. Plus, MAGRABi uses SAP Hybris Cloud and Medianova was able to easily integrate into this solution.



Results

After a quick and seamless deployment, Medianova:

-  reduced load times by **74%**
-  reduced average response times by **47%**
-  reduced average DNS by **28%**
-  reduced total downloaded bytes by **92%** thanks WebP compression and conversion technologies
-  served **100%** of MAGRABi's images and helped with bandwidth cost savings.

Leading to **better user experience, conversion rates and search rankings.**

[Tested by Catchpoint on 12/10/2021 on Medianova PoPs located in Qatar, Kuwait, Saudi Arabia, UAE between 12:45 - 15:55 at 5-minute intervals.]



Salma Intabli

**Head of Performance
Marketing at MAGRABi**

There is no secret that the faster the site will load, the more conversions and revenue we will have. It was important for us to choose the best-performing CDN provider and Medianova helped us optimize and deliver our images faster than ever with its strong infrastructure and regional PoPs in the Gulf countries. We improved our site performance and made sure that our customers have a great user experience and that our conversion rates remain high in all the countries we operate. Medianova's know-how in e-commerce, deep experience in SAP Hybris projects, and instant support with Slack were among the other reasons why we chose them.

