



Customer Case Study:

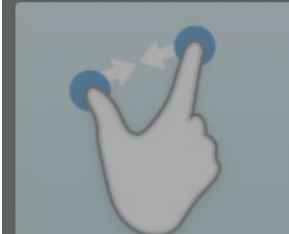
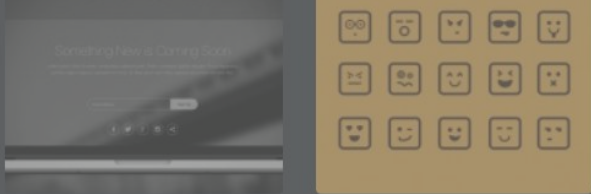
# MAY THE BEST GRAPHICS WIN

# SELLING GRAPHIC DESIGN



## Making life easy for designers, developers, startups

Offering thousands of fonts, icons, graphics, templates, app designs and more, Medialoot is a thriving community with thousands of members and hand-designed contributions by a dozen boutique artists. Their members request new and interesting designs, their designers listen. They have new, carefully-crafted, pixel-perfected, coffee-fueled resources every day — direct from their designers to your macbook.



## SELECTING A SYSTEM

Medialoot has a large collection of different products that are purchased primarily based on their visual appearance. With designers, having the best looking image first is key to making a sale.

The team wanted to know which product images were selling the best, and even further they wanted to optimize each one of their thousands of products to make sure they would maximize conversions. After reviewing all of the available solutions, SmartCTR was selected and implemented as the only system that could handle all of these requirements without extensive cost or manual labor.

## ABOUT THE STORE

- 📊 600k visitors monthly
- 📊 1200+ product SKUs
- 📊 Avg. 4 images per product



# 13.28%

Storewide CTR Improvement  
within 30 days

## IMPLEMENTATION



### **Medialoot replaced their default images with the SmartCTR tags**

We provided fast, reliable, on-the-fly resizing and CDN (content distribution network). They didn't have to worry about file sizes being wrong or images serving up slowly on load. All of their graphics displayed quickly and optimized without any interruption to the user experience



### **SmartCTR automatically optimized for thousands of different variables simultaneously**

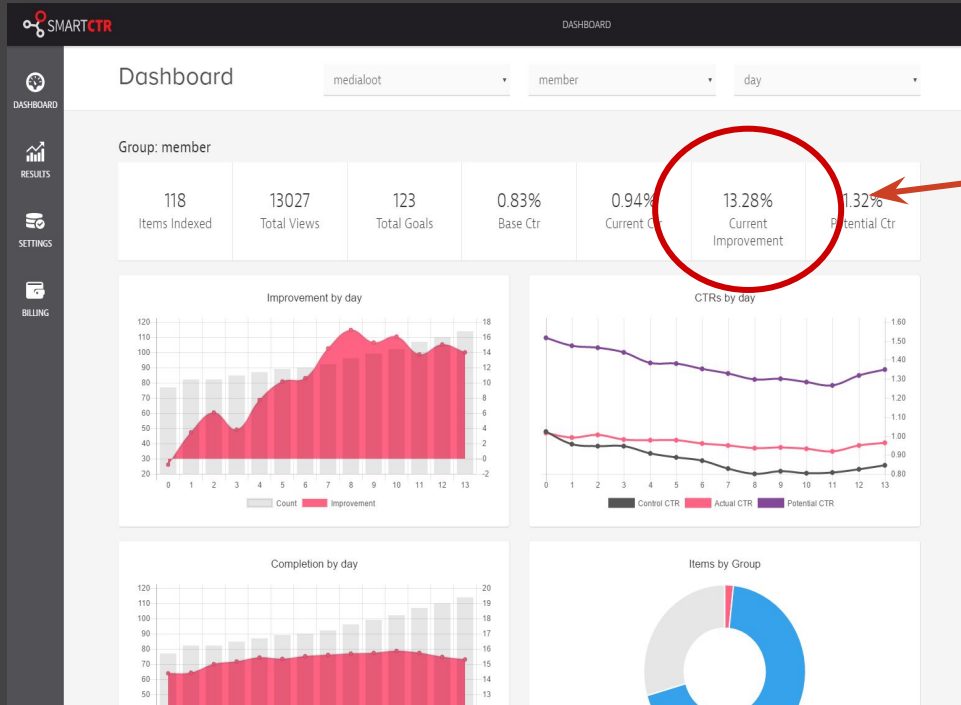
Each of their graphics were rotated and individually tracked for each product across the whole site. Newly added products were seamlessly integrated and tested from the second they were published.



### **Our learning algorithms determined and displayed what their customers liked best**

We use a variety of types of machine learning to automatically and continuously decide in real time which variations raise click through rates. Every product is optimized and improved for every pageview—SmartCTR ensures that your best converting foot is always put forward.

# REAL-TIME RESULTS



# 13.28%

Global CTR  
Improvement

SmartCTR optimized graphics continuously, delivered winning combinations, generated tracking reports, and improved MediaLoot's total average conversion rate by over 13%.

Peak results were achieved in under 30 days.



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