

RECIPE FOR **SUCCESS:** **5-STAR IMAGE OPTIMIZATION** FOR **SAMSUNG FOOD**



Case Study with



About Samsung Food

The Samsung Food app, formerly known as Whisk, is a high-traffic recipe app and community with a story that the bunny.net team is proud to hop behind.

The CEO and founder, Nick Holzherr, became the runner-up in the 2012 season of *The Apprentice* with the idea for what became Samsung Food. The public interest was strong enough to secure the first round of funding and start building the app. Fast forward twelve years, and Samsung Food is a huge hit.

In 2019, Samsung acquired the app to power Samsung Smart Things - a popular line of home appliances. Since the acquisition, Samsung Food continued to expand its community and user-generated content, which led them down a tricky rabbit hole: how to handle countless images on all devices.

Samsung Food originally used BunnyCDN to deliver static web content. Now, they also rely on Bunny Optimizer to spice up image delivery with real-time transformations.



The Challenges

With over 500,000 million impressions per year, the Samsung Food app had a huge user base. Engaging the Samsung Food audience required each recipe to be searchable, visually appealing, and fast.

As the app's community features expanded to allow user-submitted content, resizing images on the fly became a priority.

But the Samsung Food team faced two major obstacles to achieving their goals.

Samsung Food needed an image transformation tool that was affordable and high-quality. But other services had opaque pricing that made comparing services difficult, and the other image transformation tools that the team tried left images blurry and pixelated.

As Samsung Food veered into more user-generated content, they needed to scale up image transformation.



The Solution

Finding the right image transformation tool for the Samsung Food community, at a price that wouldn't slow growth, was a challenge. Fortunately, Samsung Food had already satisfied their latency requirements by using Bunny CDN to distribute static content.

So the Samsung Food team decided to add more Bunny services to the mix. Bunny Optimizer provided the real-time image transformation that Samsung Food needed to expand community features - with pricing that allowed them to scale.

Bunny Optimizer fit the bill. After switching image transformation to Bunny, Samsung Food produced high-quality images on every size device.

Set up was easy, with 24/7 Super Bunny support to guide them through every step of the integration. Our Super Bunnies answered questions in as little as 4 hours.



The Results

Bunny Optimizer became a key ingredient to the Samsung Food app's growth. With fast image scaling, and high quality transformations, Bunny Optimizer provided the functionality and flexibility that the team needed to grow.

The team said that Bunny Optimizer provided the highest quality image outputs of the transformation tools they tried - so of course they stuck with it.

Now, between Bunny CDN and Bunny Optimizer, bunny.net serves over 5 million requests per day for Samsung Food. By utilizing bunny.net's services, Samsung Foods grew from 350,000 users to over 2,100,000 today.



Image Optimization

Bunny Optimizer provided low-latency image transformation without having to pay a separate provider.



Super Support

Our Super Bunny Support resolved issues with Samsung Food service in as little as 4 hours.






Pay-as-You Go

Our pay-as-you-go pricing reduced the Samsung Food team's rate while they scaled their community features, making growth possible.

The Conclusion

Whether it was static or dynamic content, our Bunnies served up top-tier content delivery on devices of any size. Between Bunny CDN and Bunny Optimizer, bunny.net now serves over 23 terabytes of traffic for Samsung Food each month. Thanks to Bunny Optimizer and Bunny CDN, Samsung Food:

-  Cut latency with supercharged delivery speeds
-  Delivered real-time image transformation while maintaining image quality
-  Brought the Samsung Food app to more devices

Switching to bunny.net proved a recipe for growth. Since joining us in 2019, Samsung Food gained 1.75 million new users, scaling to 6 times their original user base.



Dmitry Muzyka

SRE Samsung Food

"By using Bunny CDN, we enhance content delivery, ensuring faster speeds at a lower cost."

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