

CASE STUDY

AUTOTRADER UK

ABOUT AUTOTRADER UK

AutoTrader UK sits at the heart of the UK's vehicle buying process and its primary activity is to help vehicle retailers compete effectively on the marketplace in order to sell more vehicles, faster.

AUTOTRADER UK USES LIMELIGHT TO DELIVER FAST, QUALITY EXPERIENCES FOR BUYERS AND SELLERS

AutoTrader is the UK and Ireland's largest digital automotive marketplace, attracting more than 247 million views of its advertisements each month with more than 450,000 vehicles listed at any one time from both private and retail customers.



INDUSTRY
Technology

WEBSITE
<https://www.autotrader.co.uk>

USE CASE
Content Delivery Network

AUTOTRADER UK CHALLENGE:

With customers viewing high-resolutions images in a fast-changing inventory, AutoTrader UK needed a Content Delivery Network (CDN) platform that could support a fast, consistent and engaging digital experience on its website. This is no easy task as each advertisement can have up to 100 high-resolution images to bring every aspect of a car to life, and customers access the site 24/7 from multiple devices.

AUTOTRADER UK SOLUTIONS:

AutoTrader UK chose Limelight's CDN to support its website because of:

REACH AND SCALABILITY

Limelight Networks owns and operates one of the world's largest private CDNs, enabling AutoTrader UK to bypass the congested public internet to ensure great digital experiences for buyers and sellers across the UK and Ireland.

FAST AND AVAILABLE

Limelight's CDN delivers breakthrough performance for AutoTrader UK, with 97% cache -hit efficiency, and speeds up the delivery of millions of high resolution images.

MOBILE TRAFFIC DELIVERY

Mobile is the becoming the largest source of traffic to AutoTrader UK's site. They needed a CDN with a robust mobile solution that could support mobile users, wherever they are and on any device.

SPEED OF RESPONSE

Limelight's advance services team works closely with AutoTrader UK and has weekly calls to ensure its service remains at peak performance.

"We wanted a CDN partner who had innovative features, competitive pricing, and great support. We get all of that with Limelight. They treat us as a valued customer, and they've helped us enhance our website's responsiveness and brand."

RUSSELL WARMAN, Head of Infrastructure at AutoTrader

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