

Fastly Image Optimizer

Serve pixel-perfect, bandwidth efficient images on the fly



Your site's performance isn't just about moving content closer to end users, it's also about ensuring images on every page render as quickly as possible across desktop and mobile browsers. This is challenging since images account for over 60% of content on an average website. In addition, a growing number of users are accessing these images through a variety of devices and form factors, driving the need for more responsive web design.

One approach is to preprocess and store different variations of your images for the most popular devices. This can be a time-consuming and error-prone process for your developers, and can add to infrastructure costs given the requirement to store all these variations. Another approach is to offload image optimization to your content delivery network (CDN), speeding up your site while also reducing the costs to serve these images.

Why Fastly?

Fastly's CDN offers a far more efficient alternative to antiquated image delivery workflows. Our Image Optimizer operates at the edge of our network, closer to your end users, so we decrease the latency associated with transforming and delivering images. Just store one version of each image and we'll transform, serve, and cache an optimized version on-demand, removing the burden on your infrastructure. With Fastly Image Optimizer, you can simplify image delivery workflows and reduce infrastructure costs while improving your end user experience.

Simplify image creation & delivery

Manually creating image variations can be both time consuming and error prone. Implementing the logic for serving them is no small task either. Fastly streamlines image creation and delivery workflows so your team can work more efficiently.

Eliminate time-consuming image preprocessing for all of your site's images. Automatically create the correct images for each visitor's device from one high-quality source file.

Offload optimization logic to Fastly's network. Stop worrying about defining rules for every visitor's profile — let our intelligent platform do the work for you.

Automate your image delivery workflow with Fastly's full-featured API. Put your manual processes on autopilot by programmatically resizing, cropping, setting the correct output quality, and more with minimal human intervention.

"39% of users will stop engaging with a website if images won't load or take too long to load."

The State of Content: Expectations on the Rise, Adobe, October 2015



Reduce infrastructure costs

With most image optimization solutions, your infrastructure spend increases as you customize images for different visitors. Storage costs rise as you need to store multiple versions of each file, and your egress costs go up as you constantly need to fetch the appropriate version for each visitor. With Fastly, you can drastically minimize your storage footprint and requests back to origin to decrease the total cost of ownership (TCO) of your site.

Reduce your image storage costs by several orders of magnitude by **only storing one high-resolution source file**. Put an end to storing costly variations of each image.

Fastly's SSD-powered POPs can **serve more variations of each image from the edge of our network**. Cut your egress bill by serving more from cache, limiting the number of times images need to be fetched from your origin.

Enhance user experiences

Website visitors are becoming less forgiving of poor experiences. Research shows that if images don't load or take too long to load, 39% of users will stop engaging with a site and look for alternatives. Fastly lets you deliver highly optimized images in record time, so your users always have the best possible website experience.

Our Image Optimizer is **natively integrated into Fastly's CDN**, which is regularly ranked **#1** in static long-tail delivery by third-party performance benchmarks. We help ensure your image-heavy site loads quickly around the world for optimal engagement.

Real-time logs and analytics provide up-to-the-second visibility into how end users are interacting with your webpages so you can understand which optimizations are most effective at driving desired outcomes.

Instant configurations allow you to edit, deploy, and rollback configurations yourself in seconds. This lets you make incremental improvements to your image transformation rules over time, allowing you to fine-tune the user experience with granular detail.

Features

Image manipulation:

- Resizing
- Cropping / trimming
- Orientation
- Background color
- Format conversion
- Quality control

Supported input formats:

- JPEG
- PNG
- WEBP
- GIF

Supported output formats:

- JPEG (baseline & progressive)
- PNG
- WEBP (lossy & lossless)
- GIF