Rightmove Found Their Happy by Expanding Content Delivery Capabilities

The UK’s number one property website, Rightmove.co.uk, provides home hunters with both website and mobile access to over one million available properties daily. Their website and mobile platforms make searching for and researching properties to buy or rent, easy.

Rightmove continues to grow with over 50 million page impressions a day, often topping 55 million. Since its initial launch in 2000, there have been almost 40 million properties listed, with a library of over 2.5 billion active and archived images. Rightmove customers, including UK and overseas-based estate and letting Agents as well as new home developers are uploading 2 million images every day.

Tim Harding, Head of Operations at Rightmove, is responsible for ensuring these images are available to home hunters visiting the site at all times, no matter what device they are using or where they are located.

Rightmove’s Challenge: Reliably Delivering the Growing Number of Images Across Multiple Devices

After two years at Rightmove, Tim has seen a tremendous increase in the amount of images posted per property, along with growth in Rightmove’s mobile distribution strategy to accommodate the increase in multi-device delivery traffic. Today, more than half of all property detail views are through a mobile device.

With ever increasing growth in content as well as the importance of reliability, Tim knew that the company needed to ensure the constant demand for its services could continue to be met. Expanding Rightmove’s multi-provider CDN strategy with the addition of Limelight’s CDN was key to meeting its growing demands.

“Continuous innovation across our platforms has increased engagement further with more home hunters spending more time searching for and researching properties. This has led to higher quality enquiries for our customers and more vendors insisting their agents advertise their properties on Rightmove,” says Tim.
Rightmove’s Solution: Expanding Its Distribution Strategy and Ensuring High Performance

An increase in images, page views, and mobile device delivery together with the need for absolute reliability drove Rightmove’s move to a multi-provider CDN strategy. With an immense reliance on images to support the business, Tim needed a solution that offers:

- **Easy integration**—Rightmove needed a provider that could seamlessly integrate with their incumbent provider.

- **High performing mobile delivery**—With half of the site traffic coming from mobile devices across the UK (as well as some from overseas), Rightmove needed a delivery platform that would deliver to any device, consistently and quickly.

- **Excellent service**—They wanted a partner to aid their team during the integration process, and be available should problems come up in the future.

“What’s really important to us when selecting any vendor’s solution is that it works extremely well. Limelight’s solution was easy to set up, does what it’s supposed to do, doesn’t cause us any problems, and doesn’t require a huge amount of our Team’s time to manage, which allows us to get on with running and building our business. The entire engagement has gone very smoothly and has been fun.”

– TIM HARDING, Head of Operations, Rightmove
Limelight Orchestrate Delivery

Rightmove decided to augment their current CDN platform with Limelight Orchestrate Delivery. Limelight’s knowledgeable implementation team stepped in to ensure website availability would not be affected.

- **Seamless implementation**—Limelight implementation proved to be a breeze and was complete in a matter of days.
- **Higher availability**—Adding Limelight’s private CDN to their existing platform reduces risk and assures a safe, continuous, global connection to end-users.
- **Reliability in use**—Limelight’s solution, once in place, is not high maintenance and does not require frequent attention enabling Rightmove’s team to focus on other projects.
- **Greater scale**—Rightmove needed a more robust CDN model to maintain performance and support growth.
- **Cost savings**—Rightmove added the ability to balance delivery traffic across their expanded delivery network, which provided the opportunity to handle traffic spikes in a more cost efficient way.
- **Quality support**—Limelight’s dedicated support team is available to collaborate around the clock and around the globe.