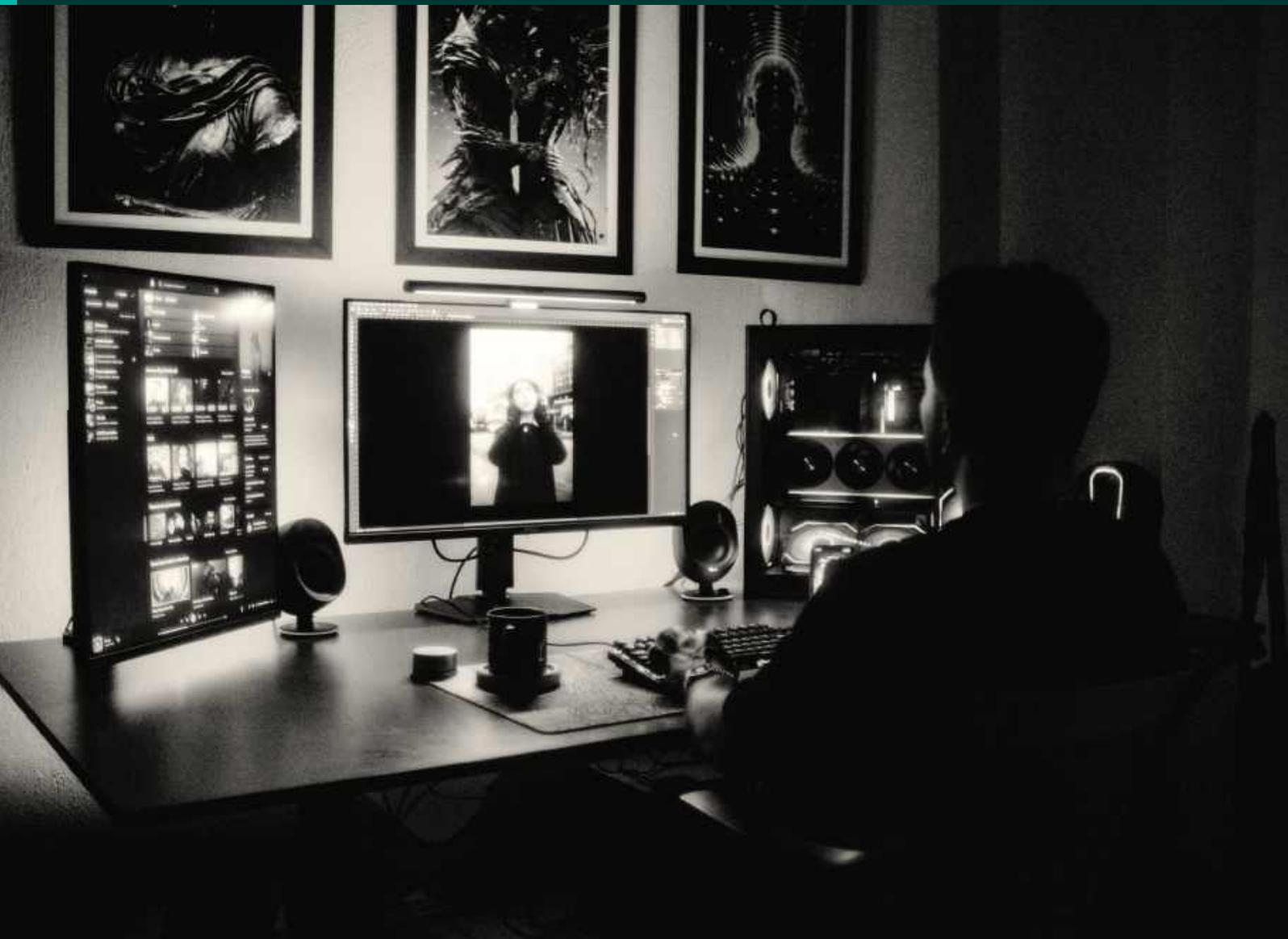


# Image Editing Service Case Study

High-Volume Image Editing Support for an  
eCommerce Retail Brand



**Service:** Image Editing & Product Image Optimization

**Engagement Type:** Monthly Retainer

**Client Type:** D2C eCommerce Retail Brand

**Geography:** United States

**Catalog Size:** ~900 SKUs

**Image Volume:** 4–6 images per SKU

## Client Background

The client is a **US-based D2C eCommerce brand** selling consumer products through:

- Shopify (primary store)
- Amazon marketplace (secondary channel)

### Key operating characteristics:

- Frequent product launches and refresh cycles
- Strong reliance on paid ads and organic product discovery
- Lean internal marketing and operations team
- High dependency on visual consistency for conversion

The brand handled image editing internally, but the process did not scale with catalog growth.

## The Challenge

As SKU volume increased, the brand began facing **image-related operational bottlenecks**, including:

- Inconsistent background and lighting across product images
- Manual image editing slowing down product launches
- Non-compliant images rejected on Amazon
- Poor color consistency across product variants
- Internal team spending excessive time on repetitive editing tasks

### These issues resulted in:

- Delays in launching new products
- Increased revision cycles
- Inconsistent brand presentation
- Reduced focus on growth initiatives



## Objectives

The brand needed a **production-ready image editing partner** who could:

- Deliver consistent, marketplace-compliant product images
- Handle bulk image volumes efficiently
- Reduce internal editing workload
- Support ongoing product launches and updates
- Maintain visual consistency across the entire catalog

## Our Approach

### Image Audit & Style Alignment

We began with:

- Review of existing product images
- Identification of inconsistencies in background, lighting, and framing
- Alignment on brand-approved image style

**Deliverables:**

- Image style reference guide
- Background and shadow standards
- Output format and resolution guidelines

## Our Engagement Model

Outsure Global was engaged on a **monthly retainer model** to provide **dedicated image editing capacity** aligned to the client's ongoing catalog needs.

The engagement focused on:

- Standardized image editing workflows
- Batch processing at scale
- Marketplace compliance

### Editing Workflow Standardization

We defined clear SOPs for:

- Background removal (pure white for Amazon, neutral for Shopify)
- Shadow and reflection treatment
- Cropping and framing consistency
- Color correction standards

This ensured every image followed the same visual rules.



## Production-Grade Image Editing

### Execution included:

- Background removal and replacement
- Dust, scratch, and imperfection cleanup
- Lighting and exposure correction
- Color correction for accurate product representation
- Shadow and depth enhancement (subtle, non-stylized)

### Tools used:

- Adobe Photoshop
- Adobe Lightroom
- Batch automation actions
- Layer-based non-destructive editing

## Marketplace-Specific Optimization

### For Amazon listings:

- Pure white (#FFFFFF) backgrounds
- Minimum image resolution compliance
- Product occupying required frame percentage
- Removal of disallowed elements

### For Shopify:

- Consistent framing across collections
- Variant-level visual consistency

## Quality Assurance & Batch Delivery

### QA process included:

- Visual inspection against SOP checklist
- Random spot checks across batches
- Correction of edge artifacts and color inconsistencies

### Delivery:

- Structured folder hierarchy
- SKU-wise and variant-wise naming conventions
- Platform-ready image sets



## Scope of Work

- Product image background removal
- Image retouching and cleanup
- Color correction and consistency
- Shadow and reflection effects
- Image resizing and formatting
- Bulk image processing

## Results Achieved (First 60–90 Days)

- **Consistent, professional image quality across the catalog**
- **Faster product launch turnaround**
- **Reduced internal editing workload**
- **Improved marketplace image compliance**

The internal team was able to:

- Focus on merchandising and growth
- Reduce revision cycles
- Scale product launches without additional hires

