

Automated image resizing

What is Automated image resizing?

Adhese uses the AWS Lambda image-resizing service to automatically reduce the dimensions and file size of images uploaded as part of a creative. This allows you to request multiple versions of the image.

The image resizing feature is a custom feature that **requires setup and integration**. Please [contact Support](#) if you would like to use it.

As the image resizer uses an external service, enabling this feature may incur **additional costs** depending on your licensing agreement with Adhese. Please contact us if you are unsure.

Why use image resizing?

Using resized images improves responsive design and reduces bandwidth usage. Setting a viewport threshold ensures that smaller images are served to smaller displays, thereby reducing file sizes and bandwidth consumption. This is particularly beneficial for mobile-based implementations.

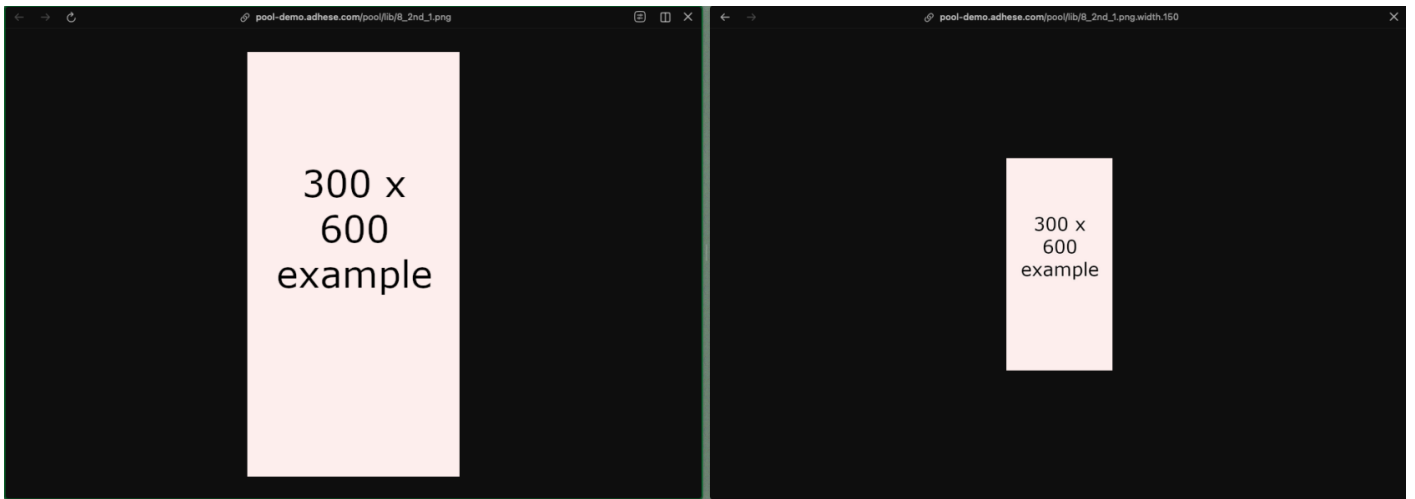
How to use image resizing?

By adding an extra parameter `.width.{px}` to the image URL, you can request a resized version with a specific width. The height will scale automatically to maintain the aspect ratio.

The logic to add the extra '**width**' value could be added to an Advar template in Adhese itself or to the code that processes the ad markup client-side.

For example:

```
https://demo-preview.adhese.org/pool/lib/8_2nd_1.png  
https://demo-preview.adhese.org/pool/lib/8_2nd_1.png.width.150
```



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