With visual experiences driving today’s economy, brands that can deliver exceptional and visually rich experiences will thrive. However, since those experiences must also be engaging, personalized, and consistent across ever-multiplying digital touchpoints, managing the sheer volume of visual media required is humanly impossible.

Adopting an intelligently automated, purpose-built solution for media is the only path forward.

Introducing Cloudinary Media Experience Cloud, the essential rich-media layer in the tech stack for experience-obsessed brands.
The Media Experience Cloud, a SaaS, API-first, end-to-end rich-media management and delivery platform, offers brands a content-aware, intelligent visual-media foundation so that developers and marketers can work in tandem across the media lifecycle and shorten the time to market. As a result, brands can capitalize on three distinct advantages to easily and quickly create engaging and compelling experiences across touchpoints:

### Omnichannel speed
Create once and we’ll deliver it everywhere—just right
- Reduce time to market with **automatic image transformations and management**, including background removal, effects, and tagging.
- Create experiences once only for any channel with presets and automatic **omnichannel transformations** for video and images.
- Improve experience, performance, and SEO by delivering automatically **optimized imagery and video at scale** to any touchpoint.

### Experience innovation
Free up your teams to create and deliver experiences customers love
- Leverage **automated and intelligent workflows** throughout the visual-media lifecycle to reduce repetitive, manual tasks.
- Unify teams on **one media source of truth** with the inclusion of a media-centric Digital Asset Management (DAM) solution.
- Eradicate mundane tasks with intelligently automated **content-aware reframing, resizing, and cropping** of images and videos.

### Customer engagement
Easily engage and inspire customers with relevant visual experiences
- Quickly convert videos and images into interactive, rich **shopping experiences** with built-in automation.
- **Programatically personalize** images, playlists, videos, and the like, whether owned or earned.
- Engage users with **rich-media enhancements** like video previews or the latest cutting-edge formats, including 360, AR, and 3D.

### The Cloudinary Effect
Cloudinary solutions help reduce costs, increase customer engagement, and modernize technology stack.
- **Bleacher Report** automated production of video highlights in seconds, which increased monthly views by 25%.
- **StubHub** improved customer experience with a 6x faster page load.
- **GUESS** reduced page-load time by 40%, leading to a higher conversion of product landing and detail pages.
The Cloudinary Difference

Focus on Visual Media
Purpose-built for the entire rich-media lifecycle with support for all key media formats, including lightweight, cutting-edge, and emerging formats, such as AR, 3D, and 360.

Intelligence and Automation
Artificial intelligence and machine learning trained on the largest media dataset in the industry for intelligent automation at all stages of the media-asset lifecycle.

Media Science
Deep rich-media expertise, leadership, and innovations, including media-aware algorithms, intelligent object detection, and proprietary computations for the highest fidelity and performance.

Agility
Media-as-a-Service for developers paired with turnkey practitioner applications for teams to work in tandem in the tools and language of their choice.

Extensibility
Simplified integration with your existing or evolving stack with prebuilt connectors and widgets, including CMS, PIM, and e-commerce solutions.

Today, visual media determines the user experience of your website or app and can lead to high engagement and conversions, whether that’s a retail sale, a download, a click to learn more, or a social-media follow. Whatever you define as a successful outcome of a digital experience, hyperautomation can make that happen more quickly and consistently. So, stop spending time manually creating asset versions and start building an engaging media experience.

With Cloudinary, you can store, transform, optimize, and deliver all your media assets—images, videos, and the like—with easy-to-use APIs, widgets, or user interface.

For more information, visit www.cloudinary.com.