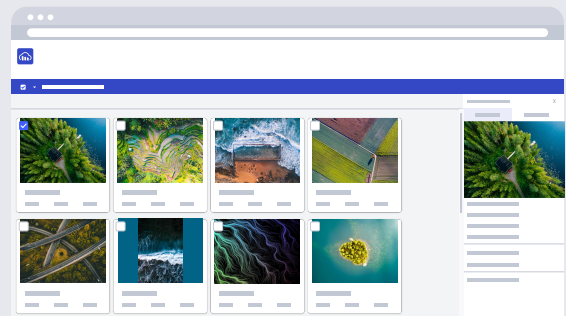# Cloudinary

Media Experience Cloud

Making captivating digital experiences possible

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 evermultiplying 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.

Cloudinary
MEDIA EXPERIENCE CLOUD

Programmable Media

Comprehensive media-as-a-service for the full lifecycle of all rich media

Digital Asset Management

Intelligent, automated digital asset management

Cloudinary® Platform

Microservices, Headless, API-first, Composable

| Source | Manage | Collaborate | Transform | Enrich | Personalize | Optimize | Deliver | Measure |

Powered by Cloudinary Media Intelligence

REST APIs, SDKs, widgets, add-ons, templates, integrations

Any media format: Imagery, videos, PSDs, audio, 3D, AR, 360

Every device, every screen, everywhere

Media Experience Cloud covers the complete rich-media lifecycle, from creation to delivery, with media-as-a-service APIs for developers and turnkey applications for practitioners, built on a common platform that is media-centric, extensible and powered by content-aware intelligence.

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 stacks.

- **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
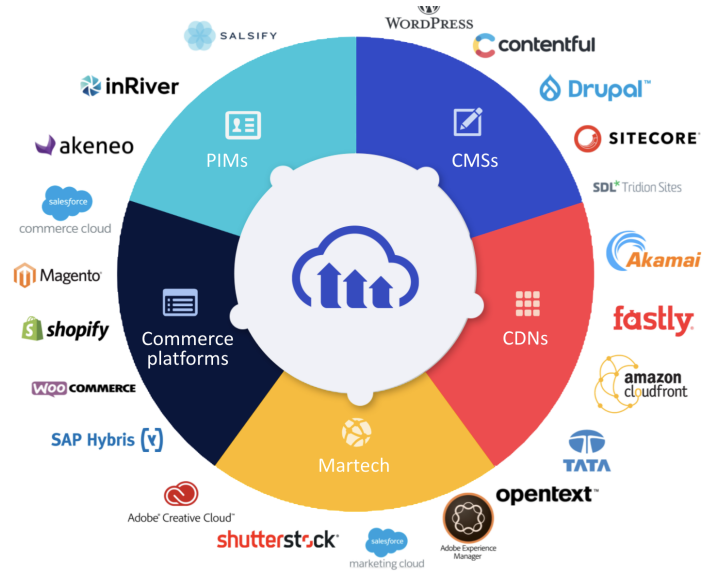
Media Science

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

Trusted by

Etsy · CNN · apartment therapy · VORWERK · MATTEL

ATLASSIAN · BOMBAS · B/R BLEACHER REPORT · Hilton HOTELS & RESORTS

RentPath A REDFIN COMPANY · JIMMY CHOO · GRUBHUB · crocs · Bass Pro Shops

About Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With 60 billion assets under management and nearly 10,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to manage, transform, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Minted, Peloton and Petco are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions. For more information, visit www.cloudinary.com.