

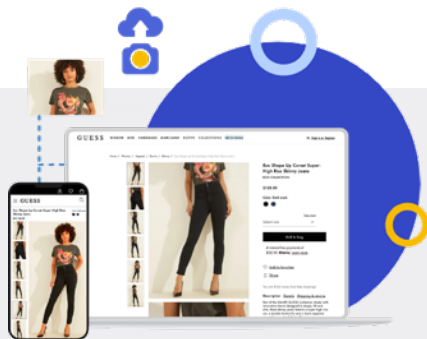
Cloudinary for Salesforce Commerce Cloud

Create, Manage, and Deliver Dynamic Visual Experiences



Videos and images tell a story, engage with customers, and influence purchase decisions. The biggest challenge for brands, however, is to do it right—that is, serve high-quality, fast-loading, and responsive media—at scale and with agility. Otherwise, it can lead to increasing costs, lackluster experiences, and missed opportunities.

Cloudinary's media experience platform, built for a digital-first world, harnesses automation and AI to remove traditional video and image management pain points and empower top brands to deliver a visual shopping experience that is consistent, personalized, and optimized.



Go from photoshoot to experiences faster

Automate the creation of media variants for use across the digital customer journey: homepage, PLP, PDP, mobile, email, and social.



Convert customers on mobile and web

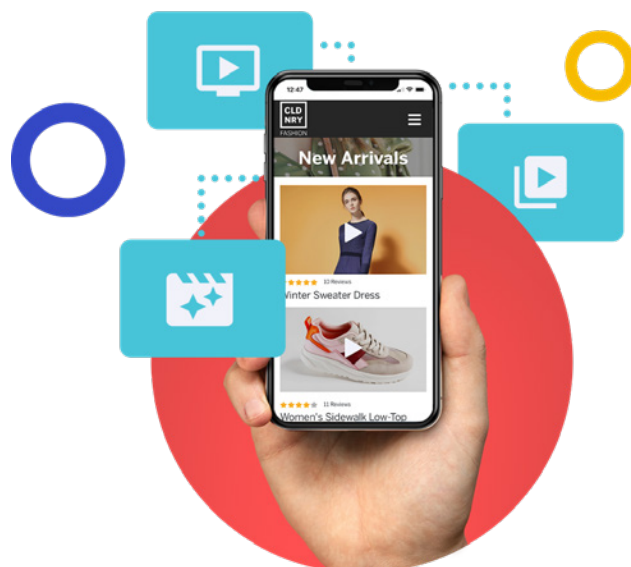
Bring products to life on all digital properties with videos and images that are high quality, high performant, and responsive—across every screen.

Bring the in-store experience online

Build custom product galleries with videos, images, 360 spin sets, and 3D models automatically optimized for faster loading on any screen.

Grow faster and stay competitive

Accelerate digital transformation with a headless platform that enables agile development, effortless adoption of technology, and a future-proof stack.



Powered by Cloudinary



TIMEX

GUESS
LOS ANGELES



JIMMY CHOO

BVLGARI

CANADA GOOSE

Customer Success Stories

20%

increase in user
engagement and
conversions.

Up to 90%

reduction in time
to market.

Growth in revenue
per visit by

2.4%

Reduced launch
time for a new
storefront to under
two hours.

Certified Cartridges for SFRA and Sitegenesis

As a strategic technology partner with demonstrated technical proficiency and proven success with Salesforce, Cloudinary enables brands to accelerate their modernization and innovation journey with technology offerings, built to scale.

Deep Integrations With Salesforce

Salesforce Commerce Cloud

The certified SFCC cartridge enables brands to automate the process of manipulating, optimizing, and delivering videos and images across the storefront, including product videos and images, category assets, and site catalogs.

Page Designer

The Page Designer cartridge provides a drag-and-drop interface to manipulate, optimize, and embed videos and images for building high-performant, responsive web pages—with clicks, not code.

Salesforce Marketing Cloud

Dynamically customize videos and images to fit web and email templates for running agile marketing campaigns and optimize the load time, with no dependency on creative or technical resources.

Products and Capabilities



Programmable Media

API-based video and image management with dynamic manipulations—for resizing, cropping, overlays—automated optimization, and accelerated delivery of content via CDNs.

Create once, publish everywhere

Upload original, high-resolution videos and images from any source to a centralized media library and automatically adapt them to fit the store design and the viewing context.

Personalize visual campaigns

Customize videos and images with a wide range of manipulations for personalization, badging, changing backgrounds, visual effects, and enhancements.

Simplify the tech stack

Enable creative, marketing, and development teams to work together—on one platform—for managing, optimizing, and delivering videos and images.



Digital Asset Management

A single source of truth across all your teams and systems and across the asset lifecycle, enabling enrichment of assets with structured metadata and AI-powered content analysis.

Publish videos instantly

Automatically transcode and deliver videos in the most efficient format and codec and adjust their quality compression for smooth streaming with no visual degradation.

Innovate with AI and ML

Effortlessly adopt innovative, AI-powered technologies, such as content-aware cropping, responsive product galleries, background removal, and shoppable videos.

Deliver content anywhere, including China

Accelerate media delivery with dynamic switching between different CDN providers to route traffic via the fastest-possible path. Or, continue using your current CDN.

Cloudinary empowers companies to create, manage, and deliver engaging visual experiences.

10,000
Customers

1,150,000
Users

60 Billion
Assets