Why Cloudinary?

• **Improve Conversions**
  Foster customer engagement with interactive visual experiences.

• **Team Agility**
  Scale the process of content collaboration between internal stakeholders, external partners and agencies.

• **Streamline Processes**
  Compress workstreams, reduce manual and repetitive process and shorter time to market

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Product overview

Through automation and AI, the Cloudinary Media Experience Cloud eliminates the issues in traditional image- and video-management processes, reducing time to market and accelerating page loads. The result is a consistent, personalized, and optimized shopping experience.

Furthermore, with Cloudinary, your creative, marketing, and development teams can seamlessly collaborate from a single source throughout the entire asset lifecycle, making for transparency and peace of mind.

Product features

**Digital Asset Management**
Upload images and videos from any source to the Cloudinary media library and automatically adapt them with content-aware AI to fit your store design and the viewing context.

**Image Editing**
Customize images and videos for various use cases with a wide range of manipulations for personalization, badging, changing backgrounds, visual effects, and enhancements.

**Artificial Intelligence and Machine Learning**
Effortlessly adopt innovative, AI-powered technologies, such as content-aware cropping, responsive product galleries, background removal, and shoppable videos.
How it works

Built on top of AWS products, Cloudinary is an industry-leading, dynamic platform for managing images and videos that enables the creation and delivery of engaging visual experiences through a secure, scalable, and cost-efficient approach.

Products

Programmable Media

- API-based video and image management with dynamic manipulations – for resizing cropping, overlays – automated optimization, and accelerated delivery of content via Content Delivery Networks (CDNs).

Media Optimizer

- Automatically deliver images and videos in the format and quality suited for each end-user device, browser, and connection speed. All with no code or manual work.

Digital Asset Management

- Asset management to meet the unique needs of today focusing on flexibility, intelligent automation, and scale.
VELTRA Cuts Costs and Enhances Visual Experience With Cloudinary

**Challenge**
VELTRA’s image-optimization service was costly because it charged the same monthly fee for both the off season and peak season.

**Solution**
Though imposing a fixed monthly fee, Cloudinary offers a fully charged, pay-as-you-go, Amazon CloudFront CDN, which results in lower charges in times of less traffic on the VELTRA site.

**Benefits**
- Reduced expenditure due to adjustments for seasonal traffic
- Easy implementation
- Robust, efficient, and effective tools for managing and delivering images
- Higher image quality and faster loads

> By integrating Cloudinary with VELTRA’s CloudFront CDN for a high-fidelity, scalable image-management and delivery solution, we have reduced the amount of data transfer for page display by 15%.  

Naoyuki Matsuo, Vice President of Technology Service Planning and Technology, VELTRA

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**Data Points**

- **20%**
  Increase in user engagement and conversions

- **2.4%**
  Growth in revenue per visit

- **15-25%**
  Faster page load time

- **50-90%**
  Time savings in Media Management

**Additional Resources**
- **Solutions by Industry**
- **Products**
- **Demos**
- **Customers**

Solution available in [AWS Marketplace](https://aws.amazon.com/marketplace)