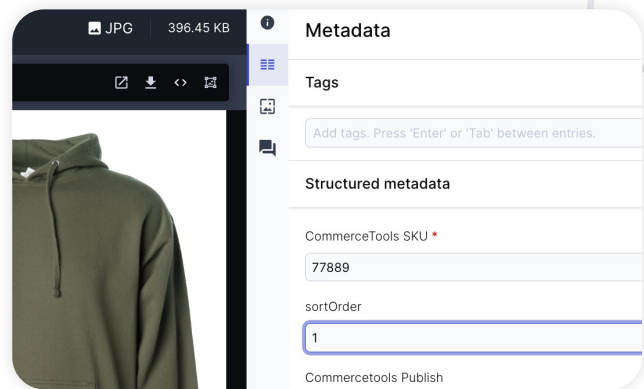


Cloudinary Integration with commercetools

The essential image and video platform to power visual experiences across your composable commerce tech stack.

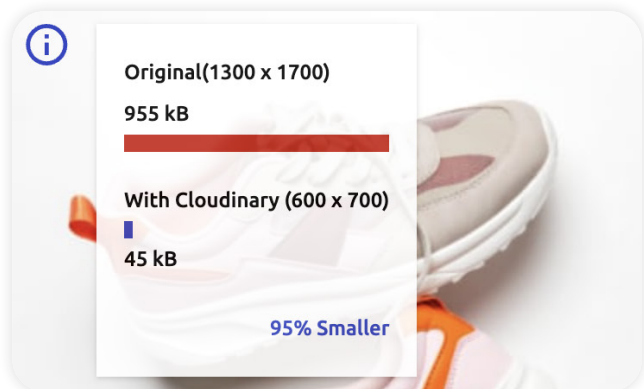
Easy Asset Management

- Centralized hub to store all images and videos
- Frictionless collaboration and use across teams
- Seamless orchestration of hundreds of thousands of images and videos for product catalogs



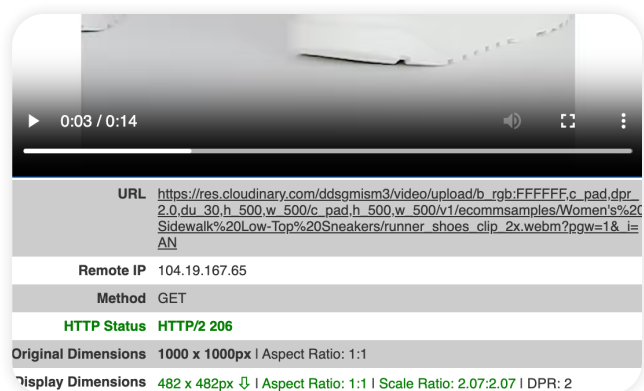
More Conversions, Fewer Returns

- Out-of-the-box video experiences to increase conversions by up to 45%
- AI-powered automation to reduce image and video file sizes by more than 50%
- Product galleries with videos, images, 3D, and 360° spinsets to reduce returns by 30%



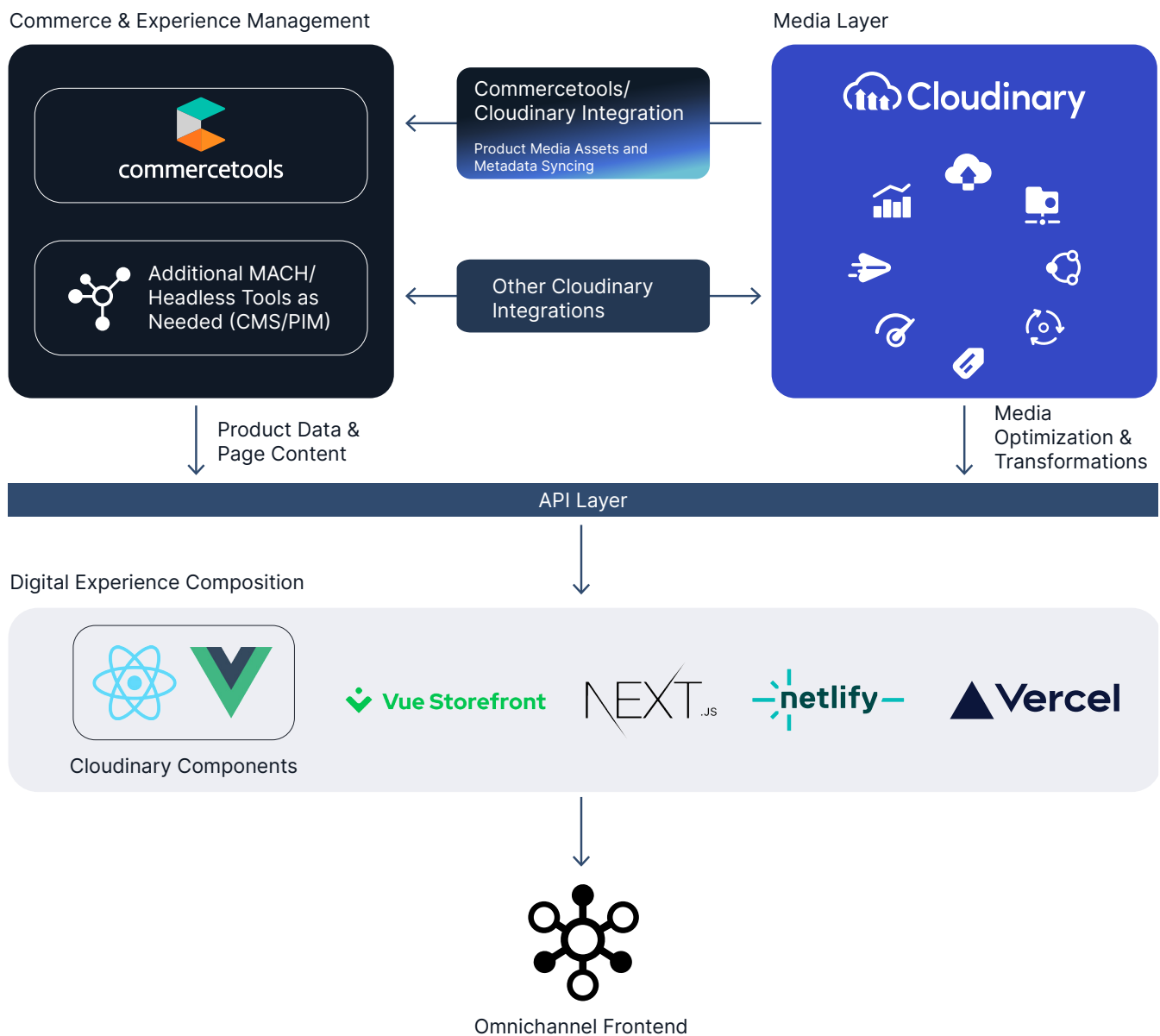
Prebuilt Components and Headless Capabilities

- Prebuilt UI components for optimized, responsive storefront experiences
- Integrations with leading CMS solutions for marketing and editorial content
- APIs to connect your tech stack and internal tools



How the Cloudinary Integration Works

- Add images and video to Cloudinary
- Curate and assign assets to products and their variants using Cloudinary's advanced metadata capabilities
- Create a single source of truth by updating the commercetools product catalog with the necessary image and video data through the Cloudinary integration
- Use Cloudinary's frontend components for popular frameworks such as React and Vue.js to compose a high-performance visual storefront experience across multiple channels



Forrester's Total Economic Impact Report Confirms Cloudinary Improves Workflow and ROI

- Save up to 1,275 hours a year by automating manual creative tasks necessary to get images and videos ready for the desired experience
- Leverage Cloudinary's workflow efficiencies and experience up to a 203% ROI after just three years

Get the full report [here](#).

FORRESTER[®]

"Leveraging Cloudinary's AI-enabled visual asset management capabilities and automated workflows, our users will be able to quickly deploy the rich media and immersive experiences that appeal to the modern shopper."

—Blaine Trainor, SVP of Global Partnerships at commercetools

Global brands powered by Cloudinary and commercetools

RIVER ISLAND

Slashed image management time by two-thirds

salling group

Flawless onboarding and significant savings in total cost of ownership

minted.

Workflow automations accelerated time to market from weeks to hours

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.

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