

Cloudinary Customers Report 203% ROI

CMOs appreciate the value that Cloudinary's powerful AI automation delivers

If your company's marketing teams are spending thousands of hours manually uploading and managing your media assets across multiple platforms, you're wasting valuable time and money.

The Results Speak for Themselves

Online Travel Company Spent 30% Less Time Managing Visual Media

"One of the reasons we chose Cloudinary is that it had a solution that would be flexible enough for the unknown. This meant to us that it was a future-proof solution as we grew how much content we must manage, both internally as well as through acquisitions"

— Andrew Heltzel, Corporate Director of Marketing and CRM, Xanterra



Marketers Centralize Assets on 'Epic Scale' With 10K Assets Added Each Month

"It sounds counterintuitive for a social experience company to grow during a pandemic, but we were able to focus on more curated events, outdoor experiences, and then underwent aggressive geographical expansion. Cloudinary allowed us to grow faster and be more productive with our existing resources, including our people."

— Juan Redondo, Growth Lead Marketing Optimization, Fever



Online Marketplace Reduced File Storage Costs and Automated Image Resizing

"At any given moment, there are more than 2.5 million photos and videos live on The Hub inside of creator portfolios. In order for pages to still load quickly on the website or mobile app, it's paramount that images be sized down while still looking sharp. Cloudinary is a place for our online community to resize and store images efficiently without sacrificing quality and empowers us to display images dynamically."

— James Cole, Founder, The Hub



Why CMOs Choose Cloudinary

As a marketing leader, your main focus is driving brand awareness, engagement, and conversion. Cloudinary can deliver more value to your company by empowering creative departments to automate processes, work smarter and faster, deliver a superior customer experience through compelling content, and ultimately do more with less.



Reduce Existing Costs



Automate Manual Processes



Increase Conversion Rates



Scale Business Revenue

Cloudinary Survey¹ Finds Images and Videos Reduce Returns, Improve Rates of Abandoned Carts, and Build Trust With Consumers



The average U.S. return costs retailers 21% of the order value.



30% of respondents returned products because the item didn't match visuals on the seller's site.

Cloudinary offers a tremendous opportunity for e-commerce and retail brands to leverage images and videos to build trust, drive sales, and reduce returns — increasing revenue and margins.

Ready to see how we can increase efficiencies, reduce cost, and boost profitability at your company?

Contact Us

1. <https://cloudinary.com/blog/visual-media-reduces-returns-global-e-commerce-survey>

About Cloudinary

Cloudinary is the image and video technology platform that enables the world's most engaging brands to deliver transformative visual experiences at global scale. More than 1.5 million users and 10,000 customers, including Apartment Therapy, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Minted, Paul Smith and Peloton, rely on Cloudinary to bring their campaigns, apps and sites to life. With the world's most powerful image and video APIs backed by industry-leading artificial intelligence and patented technology, Cloudinary offers a single source of truth for brands to manage, transform, optimize, and deliver visual experiences at scale. As a result, the most engaging brands across all industries are seeing **up to a 203% ROI** using Cloudinary with benefits including faster time to market, higher user satisfaction and increased engagement and conversions.