Cloudinary Partners

Cloudinary Partner Program

2026 Edition

Welcome!

The team is thrilled to share why partnering with Cloudinary will be a game-changer for your business.

We're building a partner-first ecosystem designed to support growth at every stage, from onboarding and enablement to co-selling and long-term strategy.

Let's unlock new opportunities, win bigger deals, and deliver brilliant digital experiences.

Your Cloudinary Partner Team

50%+ of Cloudinary implementations are projected to be handled by partners in 2026.

55% faster sales cycles = faster time to revenue for your professional services.

56% higher ARR when clients adopt multiple Cloudinary products.

3x more revenue by bundling Cloudinary with CMS, PIM, or commerce platforms, boosting project value and increasing billable hours.

100% of Cloudinary's leads are prioritized for delivery partners.

Cloudinary Overview

The market is saying that the demand for visual assets is rising.

89% of buyers

purchase after watching video.[1]

6 photos, 2 videos

are expected in product listings.[2]

90% of buyers

consider product visuals the #1 factor.[3]

95% of buyers

desire interactive 3D commerce.[4]

1. https://www.wyzowl.com/video-marketing-statistics/#stat-5-2
2. Consumer Psychology report
3. https://www.salsify.com/resources/report-2019-consumer-research
4. https://cappasity.com

Major challenges the market faces:

- **Time to market.** Creating experiences for web, mobile, and social takes too long or requires too many resources.

- **Team collaboration.** Inability to scare the process of working with internal and external contributors.

- **Connected systems.** Multiple legacy systems with siloed workflows don't work well together and/or are expensive.

- **Performance optimization.** Images, videos, 3D, and 360-degree shots aren't optimized for performance for the website, store, or app.

- **Increased conversions.** Higher fidelity images and videos have been proven to drive conversions and decrease returns.

The research shows what we, and many of our customers, know that visuals assets have an outsized impact on the success of product listings.

Studies have proven that having at least one photo on the product listing doubles the conversion rate. Having two photos doubles conversions again.

Also, the higher the image quality, the more a product listing is visited and more likely the product will be purchased.

This is all simply table stakes now.

Why Become a Cloudinary Partner?

Strong partnerships drive mutual growth and long-term success.

Cloudinary invests in its partners by building a strong support, enablement, and collaboration ecosystem. From dedicated partner managers and partner success managers to co-marketing initiatives and joint go-to-market strategies, Cloudinary ensures partners have the resources and guidance needed to succeed. Through ongoing technical training and sales enablement, partners can deliver greater value to customers while growing their own business.

People

The team is ready to grow our partnership.

- Channel & Alliance Manager
- Partner Success Manager
- Partner Enablement
- Partner Program
- Partner Marketing
- And more!

Marketing

- Website listing on **cloudinary.com**
- Social media campaigns
- Partner spotlight videos
- Opportunities for co-marketing activities via MDF
- Event sponsorships

Training

Cloudinary has many courses for sales and technical contacts within your organization.

- Certifications
- Specific learning tracks
- Badges to gain through our Partner Portal

Partner Benefits		Registered	Growth	Accelerator	Strategic
Qualifiers	Minimum ARR (cumulative in USD)	$0-$49,999	$50,000-$119,999	$120,000-$219,999	$220,000+
	Pathway(s)	0	1 sales pathway and 1 technical pathway, minimum of 2 individuals	2 sales pathways and 2 technical pathways, minimum of 4 individuals	3 sales pathways and 3 technical pathways, minimum of 6 individuals
Compensation	Referral fee or MDF available	✓	✓	✓	✓
	Eligibility for SPIFFs and other Cloudinary incentive programs		✓	✓	✓

Partner Benefits		Registered	Growth	Accelerator	Strategic
Enablement	Access to Cloudinary Partner Portal	✓	✓	✓	✓
	Access to Partner training and badges	✓	✓	✓	✓
	Access to live Partner learning workshops			✓	✓
	Access to the internal/demo use Cloudinary account	✓	✓	✓	✓
	Participation in product roadmap and early feature releases			✓	✓
	Participation in Partner Advisory Council (# of people) - 2026		1	2	3
	Options for onsite sales and technical training				✓
Delivery	Dedicated Partner Success Manager with regular cadence			✓	✓
	Eligible for Cloudinary Premier Delivery Program**			✓	✓
Marketing	Self-serve Partner marketing resources	✓	✓	✓	✓
	MDF eligibility		✓	✓	✓
	Cloudinary.com Partner Network listing			✓	✓
	Partnership announcement on Cloudinary social media channels				✓
	Partner spotlight blog post				✓
	Use of Cloudinary Tier Badge		✓	✓	✓
	Partner marketing strategic resources				✓

Partner Journey

What to Expect as a Cloudinary Partner

Let's create a path to shared success:

Strategic Alignment for Greater Impact

First, define clear goals, then align them to your services, your customers' needs, and how Cloudinary can support and scale what you already do well.

Enablement That Empowers

Get training, tools, and resources built for your team. Spot opportunities, speed up sales, and deliver results. Think playbooks, demo environments, and hands-on enablement.

Collaborative Go-to-Market

Once enabled, we'll cocreate campaigns, events, and solutions that build a pipeline and grow your market presence.

Driving Revenue Through Real Customer Value

We'll work together to solve real customer challenges and unlock new revenue streams through services, upsells, and renewals.

Standing Out in the Market

Cloudinary makes your tech stack and services a differentiator. Help your customers deliver faster, more engaging experiences with a performance-driven image and video platform.

This will give your team the clarity, confidence, and momentum it needs to create client value from day one.

Cloudinary Partner Team

Partner success is built on collaboration between three key roles to ensure alignment, momentum, and impact. Together, this team provides partners with a unified, high-touch experience designed for long-term growth.

Channel Manager

Your primary point of contact, driving go-to-market initiatives and ensuring organizational alignment.

Partner Success Manager*

Your strategic support and technical contact, driving team ramp-up, opportunity success, and smooth delivery.

Executive Sponsor

Supports strategic planning, champions initiatives, and removes roadblocks to accelerate outcomes.

*Our PSMs are unique to us. This is an added touch for our partners' growth.

Implementation

Become a Cloudinary Delivery Partner

Who is Eligible?

All Cloudinary partners are eligible to take the Cloudinary Certified Implementation Consultant Exam. There are no prerequisites.

We do, however, highly recommend that candidates have experience and familiarity with:

- Asset management strategies.
- Cloudinary account setup.
- General expertise in programming and interactions with APIs and SDKs.
- Node.js.

What Topics Are Covered in the Certification?

- **Understand Cloudinary's value and architecture.** Articulate product benefits, describe system architecture, and align solutions to market needs.

- **Plan and implement solutions.** Recommend and execute implementation strategies for common use cases across industries.

- **Configure and manage environments.** Set up environments, manage users/roles via UI and API, and apply appropriate access controls.

- **Upload and migrate assets.** Leverage all Cloudinary upload methods and tools to efficiently migrate and manage media at scale.

- **Manage and optimize assets.** Apply best practices for asset organization, transformation, and media lifecycle management.

- **Extend functionality.** Implement widgets, add-ons, and develop custom integrations to meet specific project needs.

- **Stay current.** Maintain awareness of emerging trends in asset technology and management to ensure future-ready solutions.

Still unsure? Check out these links with courses and more in depth implementation guidelines:

- **Implementation Certification Program Guide 2025**

- **Cloudinary Certified Implementation Consultant Training**

Benefits of Becoming a Cloudinary Implementation Partner

- **Further establish your authority.** Join an elite group of certified experts recognized by Cloudinary customers for delivering high-quality implementations.

- **Build stronger customer relationships.** Collaborate directly with Cloudinary to ensure seamless, high-impact deployments that drive long-term customer success.

- **Accelerate your growth.** Expand your services pipeline with ongoing implementation needs from a global customer base actively investing in digital media experiences.

- **Take on a strategic role in delivery.** Certified partners are vital to Cloudinary's go-to-market success, driving more than 50% of implementations and integral in delivering value to our shared customers.

- **Get hands-on enablement.** Get hands-on training with Cloudinary's onboarding and solutions teams to build deep technical expertise and delivery confidence.

- **Be prioritized for Cloudinary-referred business.** Gain preferred access to new implementation opportunities, upsell initiatives, and professional services revenue referred directly by Cloudinary.

> **"Cloudinary is our standard now when it comes to media management. It's very rare to find a company where the products and the care and support — from implementation, onward — is as strong. To me, Cloudinary is a must-have and a relief to use."**
>
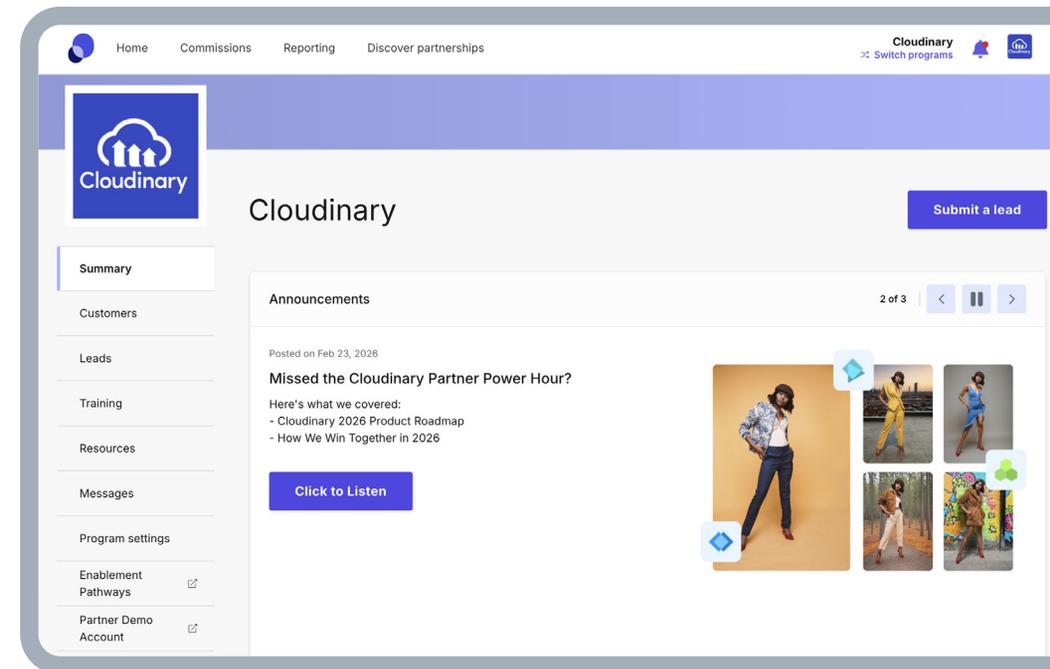> —Hannah Bennett, Head of Digital, Paul Smith

Partner Portal

Easy Access to Everything

From onboarding to deal registration, the **Partner Portal** is designed to give you easy access to the tools, resources, and support you need to grow with us.

- **Enablement.** Access training, certifications, and sales playbooks.

- **Sales tools.** Find pitch decks, case studies, and battle cards.

- **Deal registration.** Secure your deals and track their progress.

- **Marketing resources.** Download co-brandable assets and campaign kits.

- **Support access.** Get help from our Partner team quickly and efficiently.

Be sure to log in regularly to stay updated on new content, programs, and opportunities.

Gaining Access

Steps:

1. Go to **https://partners.cloudinary.com**

2. Click **Join Now**.

3. Fill out the application.

Someone from our Partner team will contact you within 48 hours. For assistance, please contact us at **cloudinarypartners@cloudinary.com**

Training and Certification Framework

Our training program is designed to support continuous learning and skill development for every partner role.

Micro-Badges

Short, focused modules that build knowledge on specific topics or features. Earn these as you complete bite-sized trainings.

Badges

Earned by completing a more in-depth, full course on a topic. These courses demonstrate knowledge in a particular area with a quiz upon completion.

Pathways

Curated learning tracks tailored to your role, guiding you step-by-step through the relevant content to build comprehensive skills.

Certifications

Formal recognition of your expertise. Certifications validate your readiness to sell, support, or implement our solutions and may be required for advanced partner tiers or delivery roles.
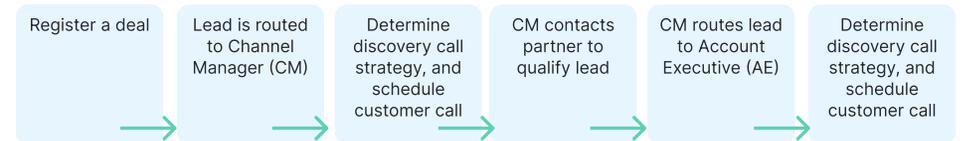
Partners can track progress and access all training content directly through the **Partner Portal**.

Lead Registration and Flow

To register a lead:

1. Click **Deal Registration** at the top of the page.
2. Click **Register a deal**.
3. Fill in the information. The more information, the better.
4. Pricing at the bottom, unsure? Simply put $0.

After registering:

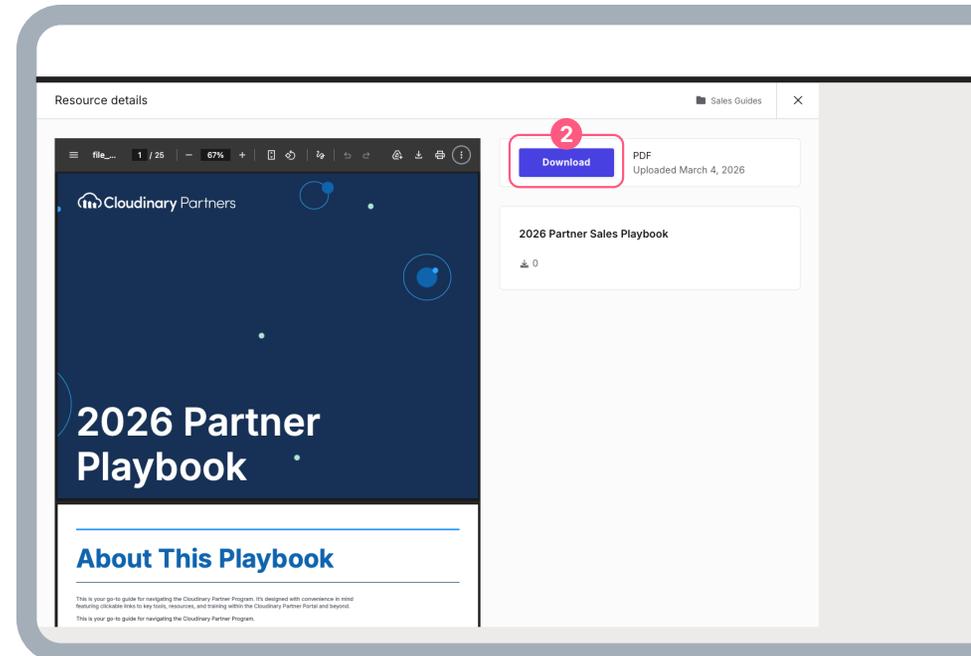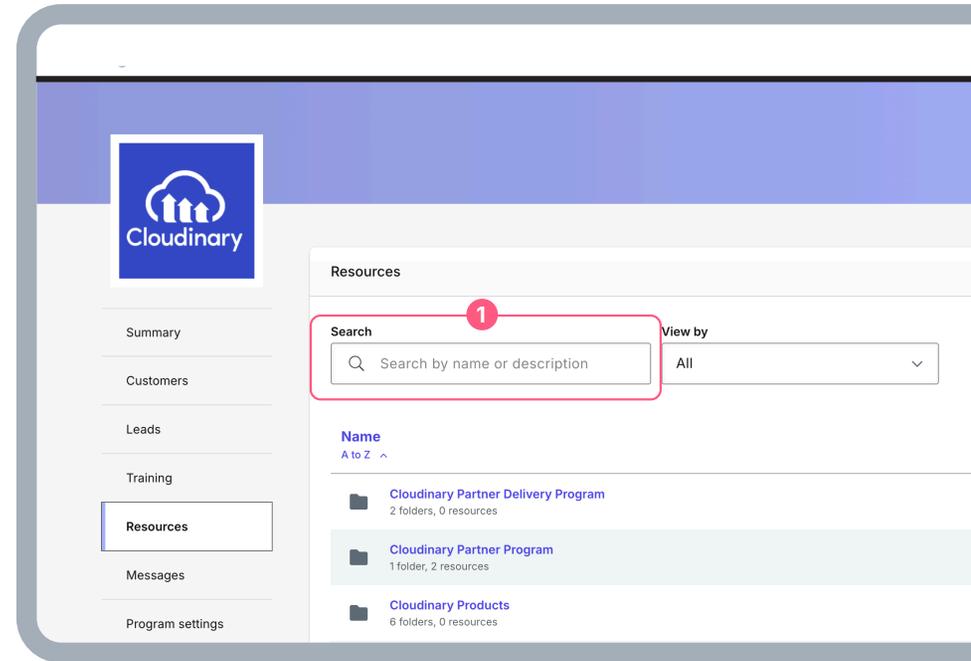| Register a deal	Lead is routed to Channel Manager (CM)	Determine discovery call strategy, and schedule customer call	CM contacts partner to qualify lead	CM routes lead to Account Executive (AE)	Determine discovery call strategy, and schedule customer call

Benefits

- **Deal protection and priority support.** By registering a lead, the partner receives deal protection, ensuring their opportunity is recognized and tracked. This protects your investment in the deal and gives you priority access to Cloudinary resources, including sales and technical support.

- **Accelerated sales motion with aligned teams.** Once a lead is registered, the PM connects you directly with the right Cloudinary sales team. This creates alignment early, enabling a faster, more strategic sales cycle with joint planning and clear roles across teams.

- **Stronger first impression with the customer.** The PM helps prepare for the first customer call by clarifying the use case, recommending the right experts to join, and shaping the conversation. This ensures the customer experience is seamless, professional, and value-driven from the start.

Resource Library

The Resource Library in the Partner Portal offers a curated collection of case studies, blogs, press releases, whitepapers, and more to support your go-to-market efforts. To make the most of each resource, take advantage of these helpful tools:

1. **Search** for resources.

2. Click **Download**.

VISIT LIBRARY 🔗

Cloudinary is the image and video platform that enables the world's most engaging brands to deliver transformative visual experiences at a global scale. More than three million users and 11,000 customers, including Adidas, Etsy, Fiverr, Grubhub, Minted and Paul Smith rely on Cloudinary to bring their campaigns, apps and sites to life. Backed by an ecosystem of more than 300 partners, integrations and plug-ins, Cloudinary's AI-powered image and video solutions offer a single source of truth for brands to manage, transform, optimize, and deliver engaging visual content to anyone, anywhere. As a result, brands across all industries are seeing **up to a 203% ROI** with benefits including faster time to market, higher user satisfaction and increased engagement and conversions.

For more information, visit **www.cloudinary.com**