

# The Total Economic Impact™ Of Cloudinary Media Experience Cloud

Through four customer interviews and data aggregation, Forrester concluded that Cloudinary Media Experience Cloud has the following three-year financial impact.



ROI  
**203%**



BENEFITS PV  
**\$8.17M**



NPV  
**\$5.48M**



PAYBACK  
**< 6 months**

“  
**Cloudinary has been very additive. Sure, improving page speed is good, but equipping our teams with an additional suite of tools that we never had before has become really important to us as our company has grown.**  
 ”  
*VP of product management, digital commerce*

**CHALLENGES**  
*before Cloudinary*

Manual transformation of media assets



Media assets not centralized

Heavy images and slow page load time



Inefficient media asset workflows



**BENEFITS**  
*with Cloudinary*

\$196 K

Efficiency gains due to more effective workflows

\$1.7M

Increased operating profit due to faster page load speeds

\$2.2M

Savings from reduced legacy technology

\$4.1M

Refocused FTE time due to automation and centralization



Read the full study

This document is an abridged version of a case study commissioned by Cloudinary titled: The Total Economic Impact Of Cloudinary Media Experience Cloud, December 2022.

© 2022 Forrester Research, Inc. All rights reserved. Forrester is a registered trademark of Forrester Research, Inc.

Commissioned By

