



Cloudinary Video

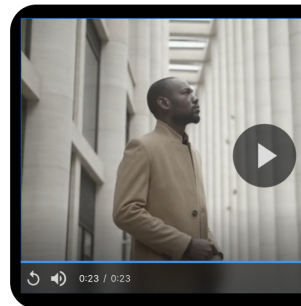
Scale high-performing videos faster with AI and API-powered automation.

Videos can boost conversions by 80%, but heavy files, bandwidth consumption, and complex workflows slow performance and hurt ROI.

Cloudinary brings 12+ years of video optimization, API, and AI automation expertise to simplify scaling video.

More Video, Better Performance

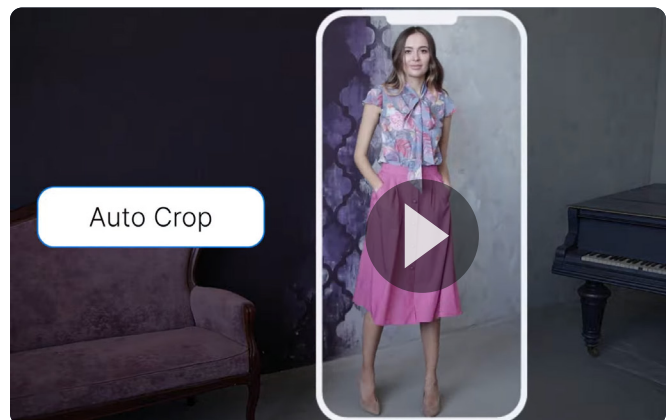
- Smart formatting and quality tuning for every device and network speed means every viewer has a great experience.
- Stream longer videos uninterrupted with adaptive bitrate streaming.
- Ensure fast, reliable delivery across the globe with multi-CDN.



Original	6.65 MB	
MP4 1920x1080		
<hr/>		
MP4/H.264		
MP4 1920x1080	2.36 MB	
<hr/>		
		Reduced by: 64%
MP4/H.265		
MP4 1920x1080	1.28 MB	
<hr/>		
		Reduced by: 81%
WEBM/VP9		
WEBM 1920x1080	1.01 MB	
<hr/>		
		Reduced by: 85%
WEBM/AV1		
WEBM 1920x1080	923.72 kB	
<hr/>		
		Reduced by: 86%

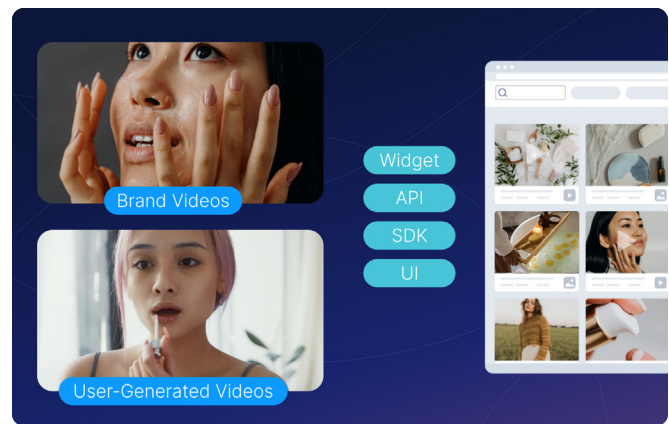
Developer Efficiency Means Faster Time to Market

- Robust APIs/SDKs to set up automated upload from any source and optimized delivery for any endpoint.
- Prebuilt integrations and workflow automation engine simplify connection to your existing tech stack.
- AI-powered automations to crop/resize; generate previews; and add image/text overlays, watermarks, and more, all at scale.



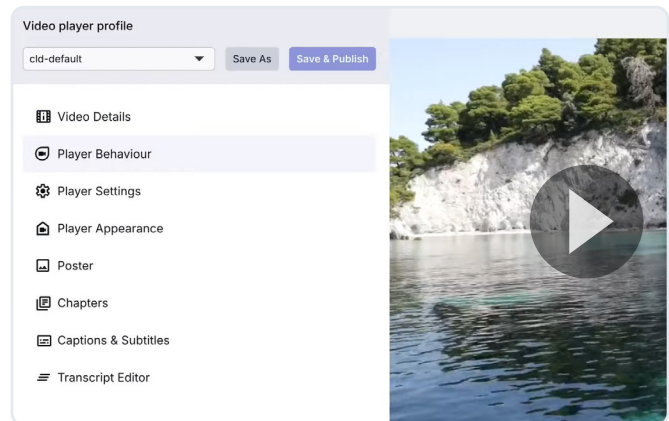
Speed Content Editor and Marketer Workflows

- Fast, flexible Upload widget/API aggregates and organizes videos from in-house teams, third-party suppliers, or user-generated content.
- AI-powered tagging and metadata management for fast discoverability.
- Presets to automatically fix or enhance video size, quality, and more.



Customized, Accessible Video at Scale

- Intuitive Video Player UI to customize playback including skin, controls, captions/subtitles, translations, chapters, and more. Auto generate code to paste in any application.
- Embeddable widgets to customize and publish videos from any CMS, PIM, e-commerce systems, and more.
- Accessibility-compliant Video Player (WCAG 2.1 AA compliant).



Thousands of Global Brands Trust Cloudinary

Paul Smith

Rapha.

VORWERK

Etsy

B&R



FINALSITE



fiverr®

Interested in Cloudinary Video?

[REQUEST A DEMO →](#)

The world's leading brands are using Cloudinary to manage and deliver stunning video experiences. You can, too.

About Cloudinary

Cloudinary is the image and video platform that enables the world's most engaging brands to deliver transformative visual experiences at global scale. More than two million users and 10,000 customers, including Adidas, Bleacher Report, 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.

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