

Programmable Media

Image and video APIs



AI-powered APIs increase developer productivity by automating visual asset lifecycles.

Optimize and deliver:

- Smart crop
- Auto format and quality selection
- Assets auto-delivery in optimal size
- Dynamically created SEO-friendly URLs
- Mass scale delivery
- Multi-CDN
- Video Player

[Full list here.](#)

Edit and transform:

- AI background removal
- Automatic video previews
- Text/image overlays
- Zoom pan image animation
- 2D-3D-2D
- Filters/effects
- Product Gallery auto-creator

[Full list here.](#)

Manage and analyze:

- Search
- Smart Tagging
- Media Analysis
- Object Detection
- Moderation
- Auditing
- Reporting

[Full list here.](#)

The Cloudinary Difference:

- Increased user engagement
- Increased conversions
- Decreased returns
- Expanded reach
- Faster time to market



Performance optimization

Improved SEO thanks to 20-80% boost in key image-load and rendering metrics with optimized delivery that includes lightweight image formats.

Rapha.

Content velocity

Delivered product imagery faster to end users by reducing time preparing images for the web.

 **BOMBAS**

Video APIs

Increased video gamecast engagement by 350% using automated, real-time editing.

 **BLEACHER
REPORT**

Customization and personalization

Reduced new product launch time from weeks to hours using automated 2D/3D editing and streamlined the generation of 60 million complex images across 4,000 Art products.

minted.

Omnichannel strategies

Expanded its reach to the Internet of Things (IoT) by sending highly optimized images and videos to millions of their Thermomix® devices.

 **VORWERK**

User generated content

Improved UGC performance with direct uploads from users' devices, resizing, cropping and optimizing the quality and format of images on-the-fly.

Hinge

Headless DAM

Spends 40% less time on image management now with Cloudinary's headless DAM.

Paul Smith

Learn more about Programmable Media.

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**](https://www.cloudinary.com).