

Cloudinary Customers Report 203% ROI

E-commerce leaders appreciate the value that Cloudinary's powerful AI automation delivers

If your company's creative 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 Sports Retailer Switches From 17 Storage Systems to 1 DAM

"Cloudinary gave us a single platform for all the teams working with assets, and we also benefit from a more tightly integrated technology stack. The ability to manage the entire lifecycle of assets—from creation to delivery—as well as its seamless integration with our e-commerce platform and PIM system offered tremendous benefits and set Cloudinary apart from competitive solutions that focus on storing and sharing media assets."

— Guillaume Sérodon, Digital Project Manager, Babolat



E-commerce Powerhouse Saves Tons of Time With a Centralized System

"For me, it's really all about the amount of time our designers and the people on my team in Photography are saving. [Our VP of Finance] said that when we made the business case for Cloudinary that was one thing, but when he actually saw it in action he said it was awesome! Just being able to save all of these different file types all in one place and preview them has been so beneficial! beneficial!"

— Sam Worthington, Director of Photography, CustomInk



Online Fashion Retailer Gets 3X Faster Process for Launching New Product Lines

"It's very minimal work once the images are in Cloudinary. You don't need to retouch individual assets because transformations are applied automatically and you don't need to change anything to support responsive designs of the website because that also is applied automatically as part of the transformations."

— Roy Saadon, VP and Head of Product Technology, WingTai Asia



Why E-commerce Teams Choose Cloudinary

As an e-commerce leader, your main focus is ensuring the success and growth of your online retail business. Cloudinary can deliver more value to your company by empowering creative departments to automate processes, work smarter and faster, deliver a superior customer experience, and do more with less.



Reduce Existing Costs



Automate Manual Processes



Increase Site Performance



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.

For more information, visit www.cloudinary.com.

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