How Cloudinary AssetLink for Shopify Works

Cloudinary

shopify

1 Install Cloudinary AssetLink in Cloudinary and Shopify

2 Upload, Manage, Enrich, and Automate

3 Access Cloudinary Media Library From Every Store

4 Add Assets to Themes, Products, Collections, Blogs, and Files in Every Store

- Tagging & Metadata
- Intelligent Search
- Moderate
- Review & Approve
- Transform Assets
- Optimized Delivery

Multiple Shopify Stores

- Theme
- Products
- Collections
- Blog
- Files

5 Power Visual Experiences Outside of Shopify

- Marketplaces
- Websites
- Apps

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1 **Install the App in Cloudinary and Shopify**

Once installed, the app connects the Cloudinary Media Library to all Shopify stores.

2 **Upload, Manage, Enrich, and Automate**

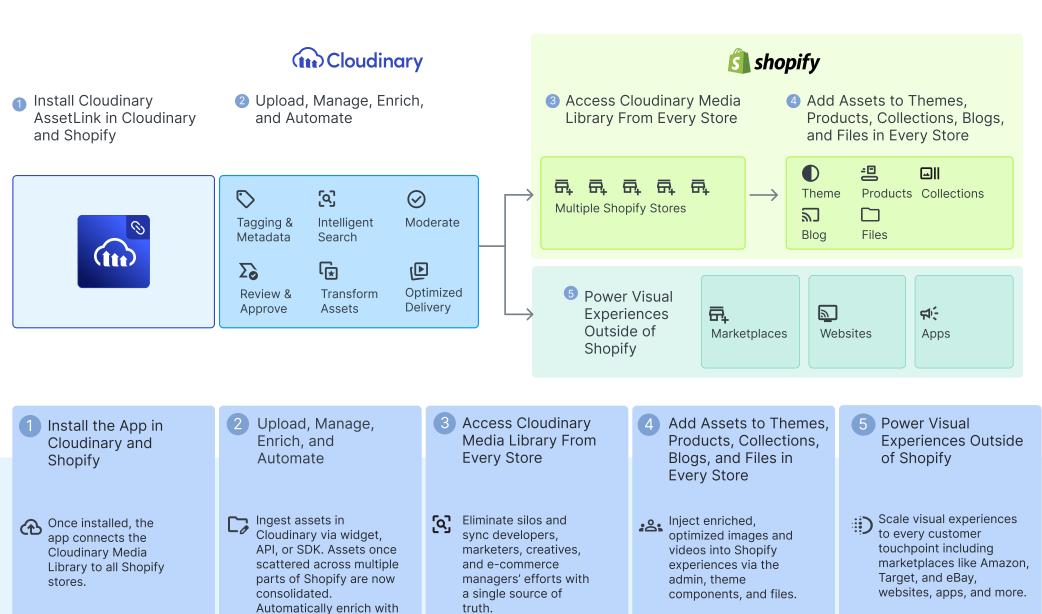Ingest assets in Cloudinary via widget, API, or SDK. Assets once scattered across multiple parts of Shopify are now consolidated. Automatically enrich with tagging and metadata; moderate, review, and approve. Transform before the assets are accessible from Shopify.

3 **Access Cloudinary Media Library From Every Store**

Eliminate silos and sync developers, marketers, creatives, and e-commerce managers' efforts with a single source of truth.

4 **Add Assets to Themes, Products, Collections, Blogs, and Files in Every Store**

Inject enriched, optimized images and videos into Shopify experiences via the admin, theme components, and files.

5 **Power Visual Experiences Outside of Shopify**

Scale visual experiences to every customer touchpoint including marketplaces like Amazon, Target, and eBay, websites, apps, and more.