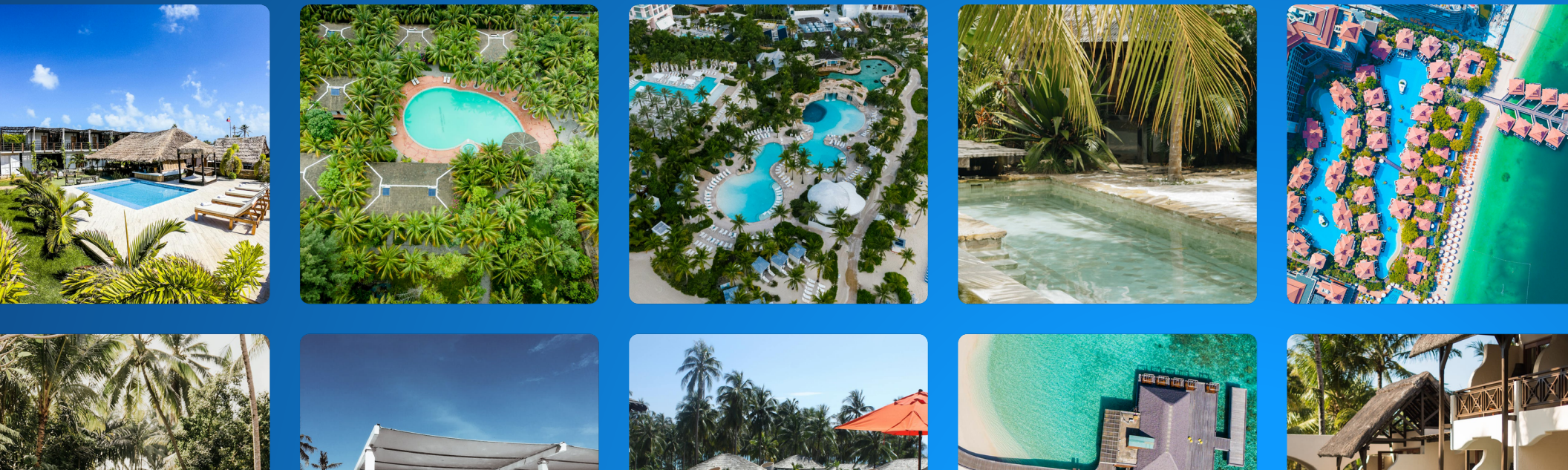
Cloudinary

Reimagining DAM for Modern Content Operations



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Across campaigns and channels, brands are under constant pressure to produce more visual content than ever. But while the volume of content has increased, the ability to create, adapt, and activate that content efficiently hasn't kept pace. Teams face bottlenecks, approvals slow work down, and assets are hard to find or create at scale.

At the same time, expectations continue to rise. Content has to be engaging, on-brand, localized, optimized, and delivered instantly across dozens of channels. Legacy digital asset management (DAM) systems aren't designed for this reality. Built primarily for storage and retrieval, they struggle to support modern workflows and delivery at scale.

Today's DAM is different. It plays an active role in the modern workflow, from creation to delivery. When DAM is embedded into daily processes — connected to creative teams, commerce systems, and automation — it enables speed without sacrificing control.

Read on to learn how leading organizations are rethinking the role of DAM, transforming it from a passive repository into a strategic engine.

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CHAPTER 1

Build a Trusted Content Foundation That Enables Speed

Visual content now underpins nearly every digital experience, yet most organizations struggle not with creating assets, but with finding, trusting, and scaling them fast. As media volumes grow and AI enters everyday workflows, the cost of poor organization and weak governance increases.

Modern AI-powered DAM addresses this by establishing a strong foundation: a centralized, searchable, and governed media library that enables teams to move faster without introducing risk. When this foundation is in place, everything downstream becomes simpler and more effective.

Finding and Reusing Approved Content Quickly

Assets enter organizations from many sources: internal teams, agencies, photoshoots, social channels, and AI tools. Without consistent enrichment at ingestion, libraries quickly become cluttered and unreliable. Teams waste time searching, hesitate to use and reuse content, or recreate assets unnecessarily.

An AI-powered DAM addresses this by automatically enriching assets as they're uploaded, applying AI-powered tagging and visual understanding from the start. Combined with clear approval states and permissions, teams can quickly identify which images and videos are current, approved, and ready to use, making reusability the default instead of the exception.

Governing Content Safely in an AI-Driven Landscape

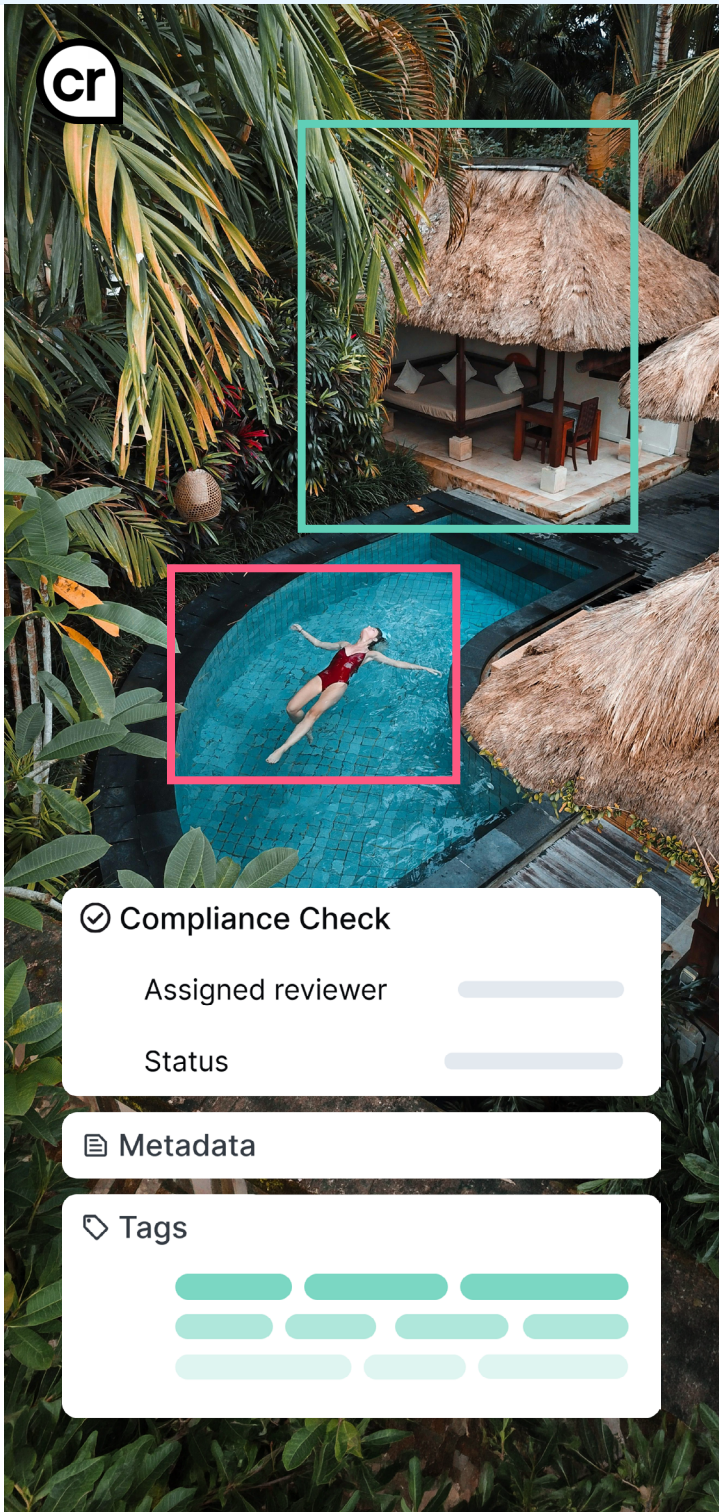
As content volumes increase and generative AI becomes more common, the risk profile of visual media changes. Tracking usage rights, expirations, and brand constraints manually doesn't scale, and AI-generated or modified assets introduce additional trust considerations.

Modern AI-powered DAM embeds governance directly into asset workflows, applying rights management, access controls, and authenticity signals like C2PA-compliant provenance. This allows teams to self-serve content confidently while ensuring compliance and brand integrity. Governance becomes a built-in safeguard rather than a bottleneck, even as AI tools are introduced into everyday content operations.

Managing the Asset Lifecycle to Maximize ROI

Without visibility into how assets are used, organizations tend to keep everything. Over time, this leads to bloated libraries that are harder to search, more expensive to maintain, and less effective as a system of record.

Modern AI-powered DAM platforms connect asset usage data to lifecycle decisions, revealing which images and videos are actively reused and which no longer deliver value. This insight enables teams to archive or retire low-value content while preserving assets that continue to perform. The result is a cleaner, more relevant media library that delivers measurable ROI instead of quietly accumulating cost.



Proof in Action

Leading brands have built faster, healthier content foundations with the Cloudinary DAM:



4M+ automated
asset ransformations

5M image
and 8M video requests daily



10M images
processed that update every 5 minutes

71% faster
page load times

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CHAPTER 2

Remove Creative Bottlenecks Across Teams and Partners

Creative work today rarely lives with one team or in one tool. Campaign assets move between designers, marketers, e-commerce teams, agencies, and external contributors — often across disconnected systems. This fragmentation leads to slow approvals, version confusion, and unnecessary handoffs that stall progress. Modern DAM removes these bottlenecks by providing a shared environment where collaboration happens naturally, allowing teams to move faster without losing control.

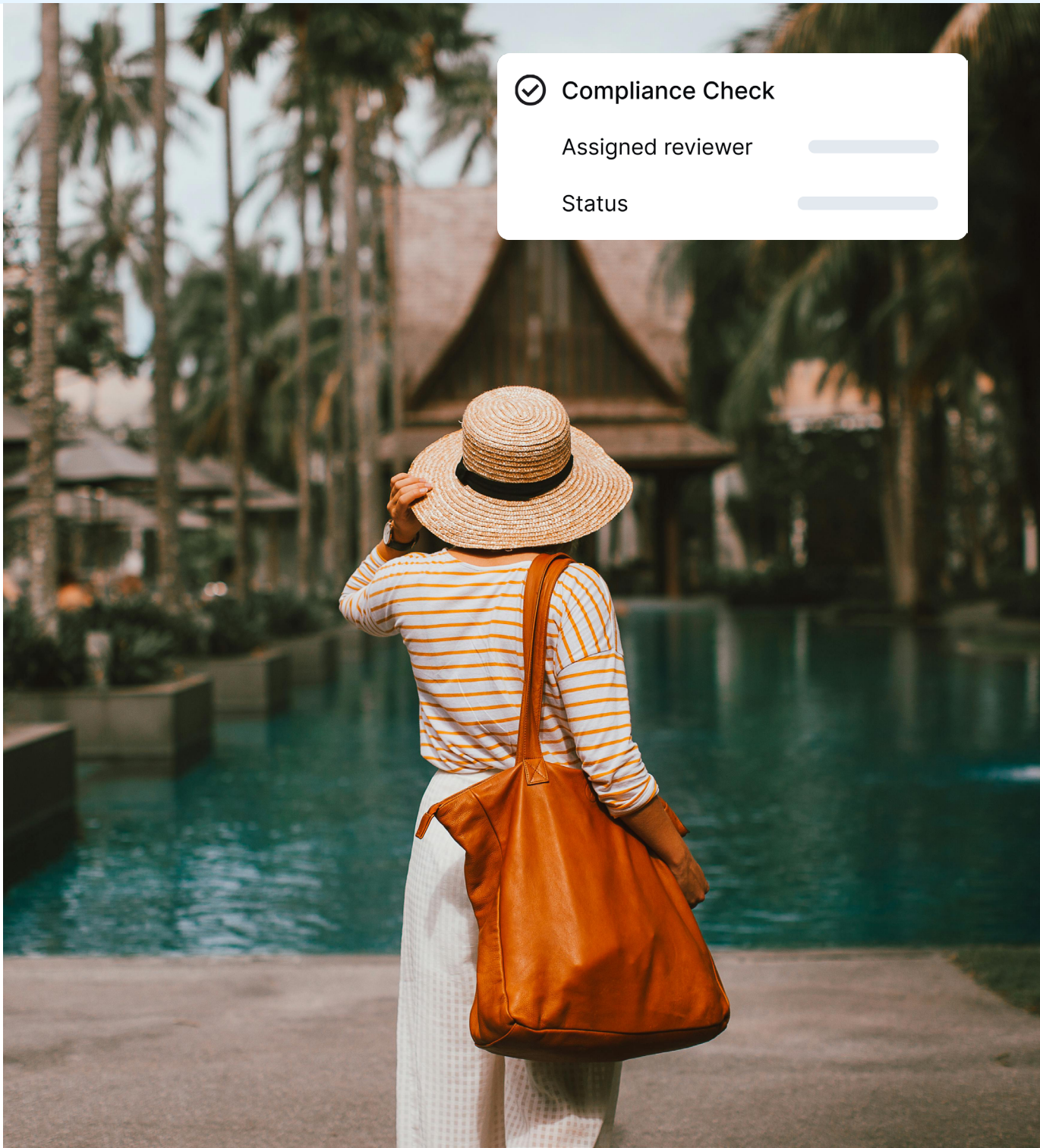
Collaborating on Creative Without Losing Control

Creative collaboration often breaks down during review and approval. Assets are shared through email or chat, scattering feedback and making it unclear which version is final. A modern, AI-powered DAM centralizes work-in-progress assets, comments, and approvals in one place, giving teams a clear view of status and ownership. Versioning is automatic, feedback stays attached to the asset, and approval states make it obvious what's ready to use. This reduces friction for creators, gives marketers confidence in what they publish, and allows DAM administrators to maintain oversight without inserting themselves into every decision.

Safely Scaling UGC and External Contributions

User-generated content (UGC) and partner-created assets are increasingly critical to authentic digital experiences, but they also introduce major risk. Without the right structure, teams have to choose between speed and brand control.

Today's DAM bridges this gap by providing controlled access, moderation workflows, and approval rules for external contributions. UGC and partner assets can be automatically reviewed, enriched, and approved before activation, all within the same system used for internal content. This allows organizations to scale authentic content safely, without relying on manual screening or fragmented tools.



Proof in Action

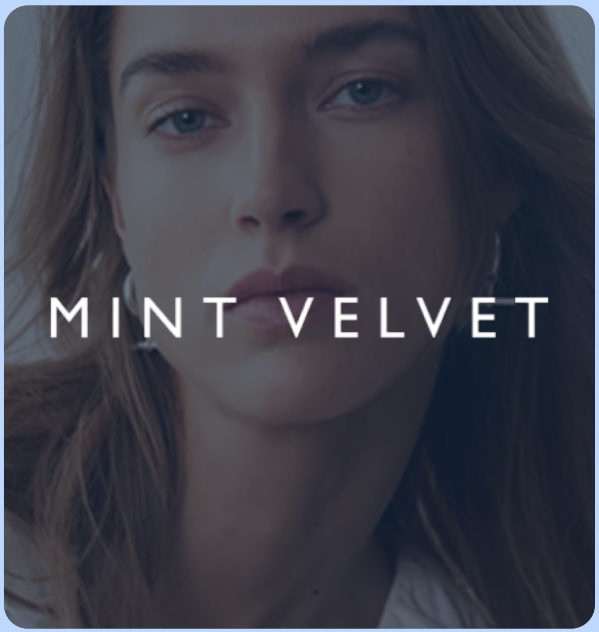
Brands that streamline collaboration with Cloudinary see immediate gains in speed and efficiency:



30-40% reduction

in creative team time spent on media workflows





30 mins → 5

photoshoot bulk upload time

15 mins → instant

image delivery time

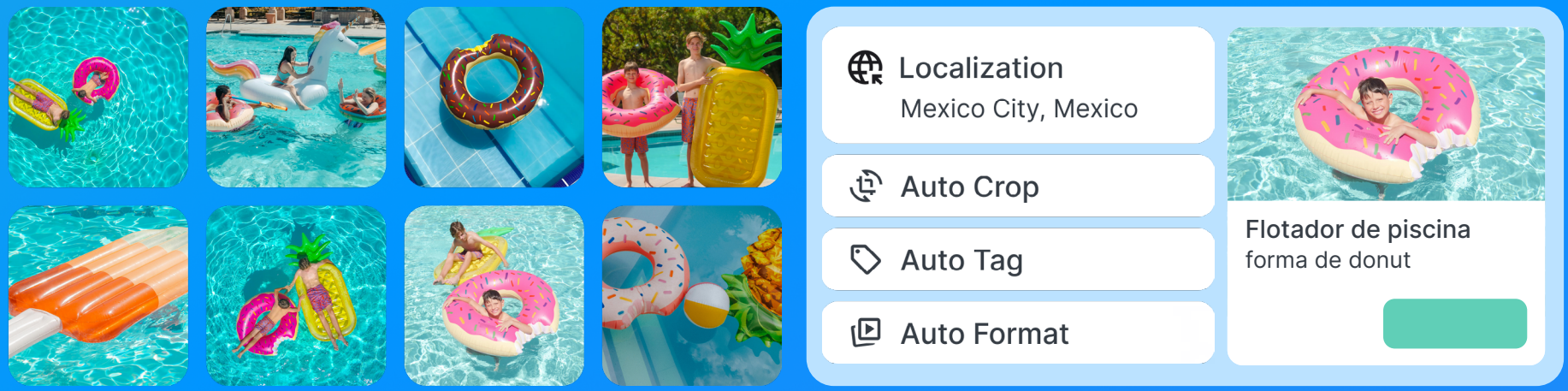
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CHAPTER 3

Activate Content Across Channels Without Manual Work

For commerce teams, content has to be accurate, consistent, and ready to use everywhere. Image and video data have to move smoothly from creation to storefront across regions and platforms. When systems are disconnected, launches stall and errors multiply. A modern, AI-powered DAM acts as the operational backbone for product content, connecting visuals, data, and activation so content scales automatically.



Creating and Managing Product Images and Video at Scale

As catalogs grow, managing product images and video becomes more complex. Without a central system, assets are duplicated, versions drift, and getting content launch-ready becomes a scramble.

An AI-powered DAM centralizes product visuals and keeps them aligned with product context. Transformations and variants are managed automatically, ensuring assets are ready for different placements and channels without manual rework. Teams gain confidence that visuals are accurate and ready for primetime, whether for a single SKU update or a global launch.

Scaling Omnichannel and Localized Product Experiences

Global brands have to deliver consistent yet localized product experiences. Manually managing region-specific visuals and translations creates operational drag and slows launches.

DAM automation enables teams to generate and manage channel- and region-specific asset variants from a single source of truth. Localization workflows are tied directly to product and market context, ensuring the right visuals reach the right audience without duplication or confusion. Localization becomes a scalable process rather than a last-minute hurdle.

Orchestrating Product Content Operations Across PIM, E-commerce, and CMS

Product content often lives across PIM, e-commerce, and CMS platforms. When these systems don't work together, teams rely on manual coordination, leading to outdated visuals and inconsistent experiences. Integrating PIM, e-commerce, and CMS synchronizes productdata and visual assets so updates flow automatically across systems. Product attributes, images, and videos automatically stay aligned from creation through publication, updating dynamically to accelerate launches while freeing teams to focus on optimization instead of coordination.

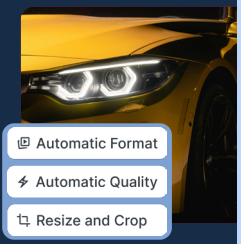
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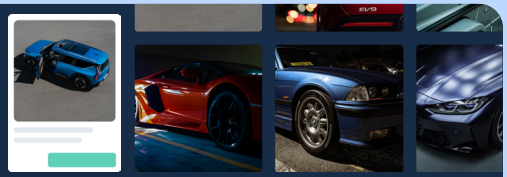
Proof in Action

Brands that use Cloudinary to connect product data and visuals see faster, cleaner launches:



50%
cut in time spent on image workflows





Improved efficiency in managing large product catalogs



90%
acceleration in image launches



50%
faster video launch



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CHAPTER 4

Turning Content Into a Measurable Growth Lever

Content is one of the largest investments organizations make, yet it's often the hardest to measure. Teams create thousands of assets but struggle to understand which ones are used, which perform, and which should be retired. Without visibility, content operations rely on assumptions. AI-powered DAM changes this by making asset usage visible, allowing teams to make smarter decisions and clearly demonstrate value.

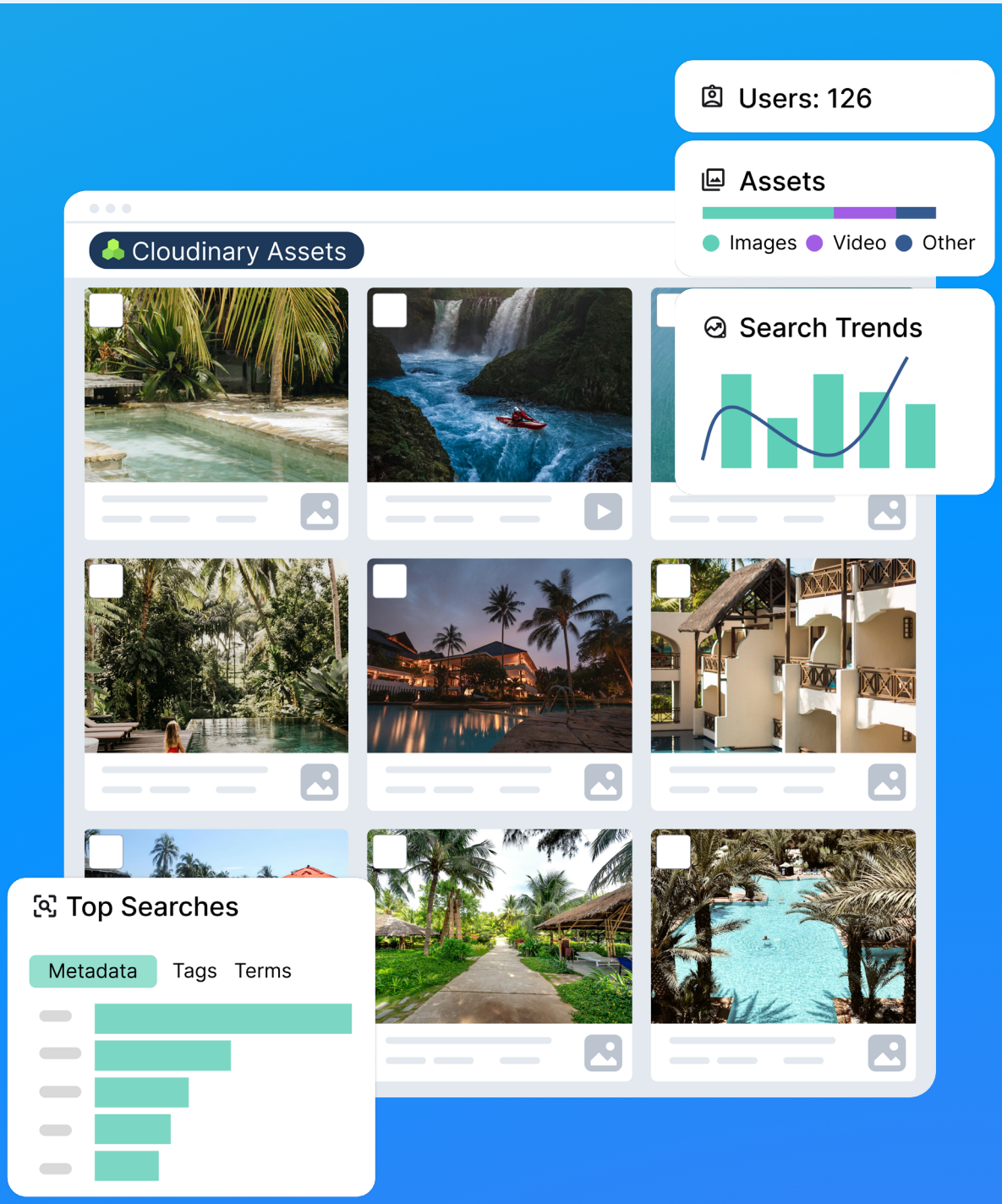
Understanding Which Assets Actually Perform

Most teams measure campaign or page performance, but lack visibility into how individual images or videos contribute to results. As a result, high-performing assets are underutilized while low-impact content continues to circulate.

Modern AI-powered DAM analytics reveal how assets are used and reused across teams and channels, showing which content drives engagement and which doesn't. This insight helps marketing and e-commerce leaders prioritize proven visuals, optimize content strategies, and invest with confidence instead of guesswork.

Optimizing Content Operations With Real Usage Data

Beyond performance, understanding how teams use the DAM itself is critical. Without this visibility, adoption gaps and workflow friction go unnoticed. AI-powered DAM analytics show how assets move through the organization, which collections are used, and where content stalls. This data supports smarter governance, targeted cleanup, and ongoing optimization. Over time, the DAM becomes leaner and more valuable — improving with use instead of accumulating complexity.



Proof in Action

Brands that use Cloudinary to connect content to outcomes see a measurable impact:



45% increase in sales on video-enabled pages

Used performance data to guide visual strategy



20-80%
boost in key image load and rendering metrics to boost SEO





99.95%
uptime rate on 20TB resources

71%
faster page load times

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CHAPTER 5

Move Faster With AI Without Losing Control

AI is already reshaping content operations, but many organizations struggle to balance speed with risk. Manual workflows don't scale, while ungoverned AI introduces uncertainty. The most effective teams use AI where it delivers practical value, embedding it into governed systems that keep humans in control. AI-powered DAM provides the foundation for responsible, scalable AI adoption, including emerging agentic workflows that automate complex processes while operating within predefined guardrails.



Using AI-Powered Agents and Interfaces to Find and Manage Content Faster

As media libraries grow, traditional folders and keyword searches become limiting. AI-powered agents and interfaces allow teams to search and manage assets using natural language prompts and visual understanding. Through these prompts, users can retrieve assets based on metadata, tags, and context, such as requesting "retrieve all image assets tagged 'summer campaign'" or "find approved product images for email use." Images and videos are surfaced based on context, attributes, and relevance, not just filenames.

These AI agents can also uncover insights about assets — like identifying gaps, suggesting improvements, or highlighting relevant content — helping teams make better decisions while working within the DAM. This changes how teams work day to day, reducing time spent searching and optimizing, and increasing reuse as well as bandwidth for higher-impact work. DAM administrators maintain structure and consistency at scale, while teams interact with the library more intuitively.

Automating Content Workflows Across DAM and Connected Systems

Manual handoffs slow content operations and introduce errors. AI-powered DAMs offer ways to not just automate an organization's most tedious and time-consuming tasks, but also customize that automation to fit its specific business needs and technology stack.

For example, with Cloudinary MediaFlows, a low-code workflow automation builder, both technical and nontechnical users can create hands-off processes for tasks like ingestion, tagging, transformations, approvals, and notifications. Where once automation used to bottleneck at engineering and IT, today, it's possible for users of all technical skill levels to create, freeing development teams for higher-value campaigns.

For broader orchestration, Cloudinary's MCP server enables compatibility with large language models (LLMs), allowing LLMs to safely interact with DAM workflows across systems while respecting permissions and governance. Through this integration, AI agents can coordinate multi-step workflows — like uploading assets, tagging them, applying transformations, and preparing them for delivery — using straightforward natural language instructions.

Agents can also act as coordinators across systems, triggering or responding to events in connected tools while maintaining governance and control within the DAM. Automation becomes faster and more flexible without removing human oversight.

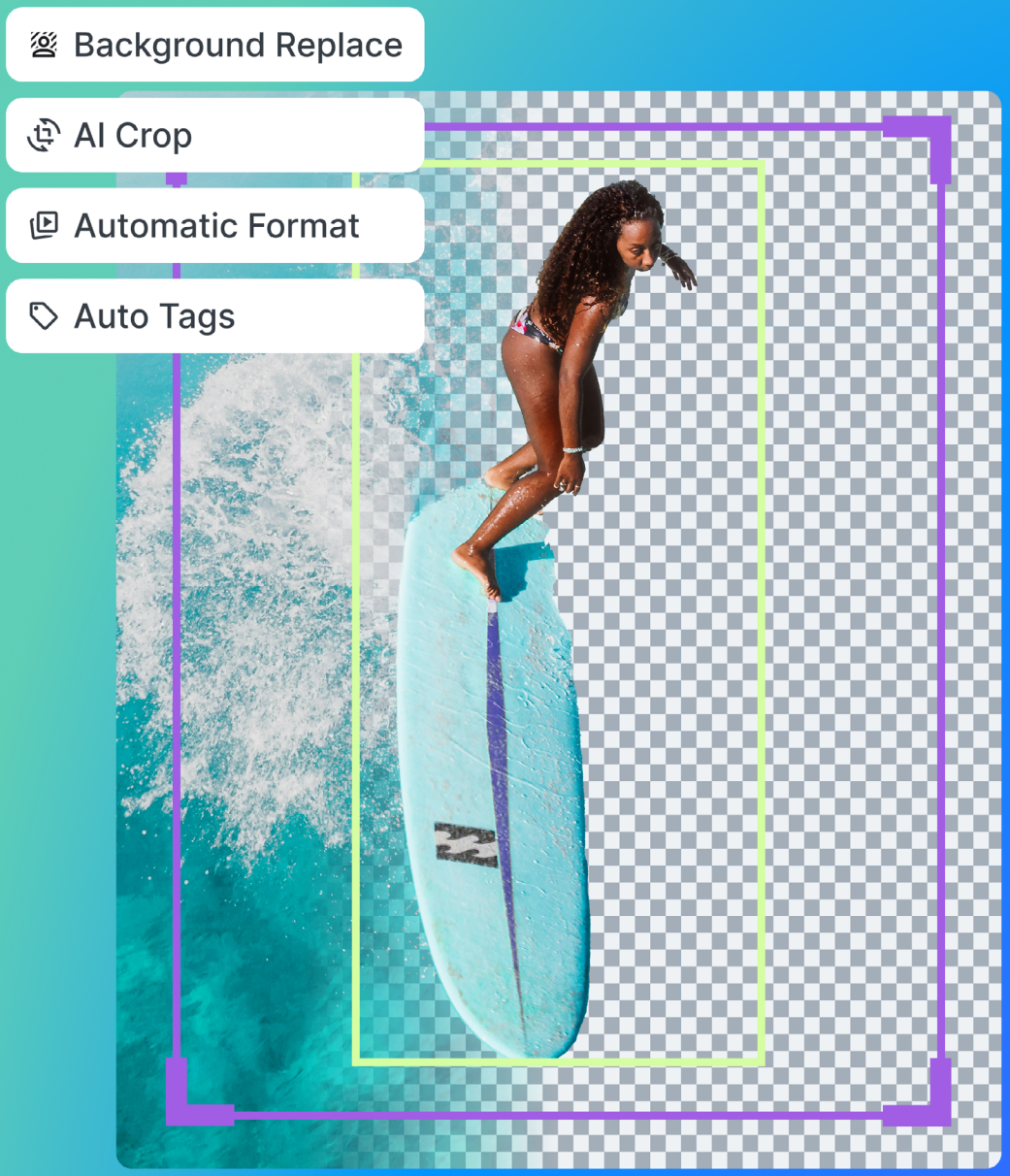
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Responsibly Accelerating Production With GenAI

The demand for visual content continues to grow faster than traditional production models can support. GenAI helps teams extend and adapt existing assets by generating variations, editing visuals, and enhancing content for new contexts. When embedded in governed DAM workflows, GenAI increases speed without sacrificing quality. Creative standards remain intact, AI-generated assets are clearly identified, and teams maintain control while scaling production.

Cloudinary, for example, comes built-in with GenAI features like:

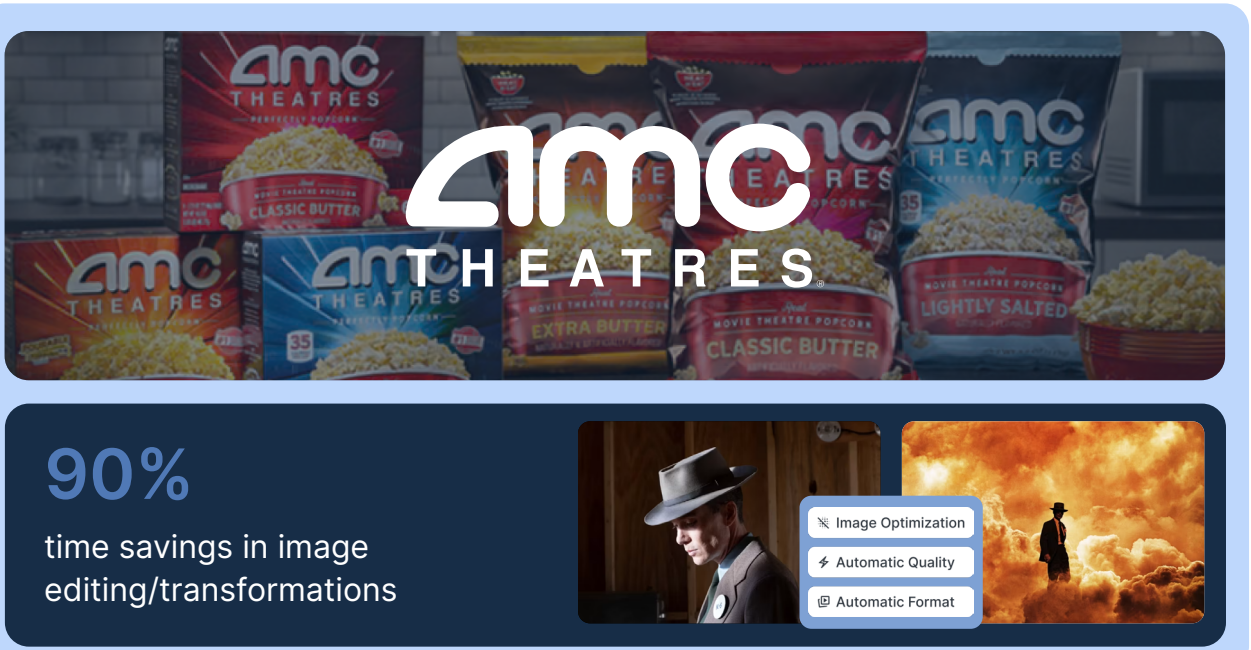
- **Generative editing and expansion** to adapt existing assets for new formats, channels, and use cases.
- **AI-powered object removal, replacement, and background transformation** to quickly create localized or on-brand variations.
- **Content-aware resizing, cropping, enhancement, and moderation** to automatically optimize visuals across channels and ensure they're always on-brand.
- **AI-driven tagging and metadata enrichment** to improve asset discoverability and governance within the DAM.



Proof in Action

Brands see practical gains from Cloudinary's AI-driven DAM:





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Turn DAM Into a Competitive Advantage

Speed, trust, and scale no longer need to be trade-offs. The most effective organizations treat digital asset management not as a back-office system, but as a core enabler of content operations, marketing, and sales.

Cloudinary brings together everything modern teams need to succeed: a centralized and governed DAM, powerful collaboration and automation, seamless integration with commerce systems, and practical AI that accelerates workflows to scale content operations. From finding and reusing approved content to activating product visuals across channels and preparing for the next generation of AI-driven workflows, Cloudinary helps teams move faster at every stage of the content lifecycle.

The result is better experiences and measurable business impact. If you're ready to see how Cloudinary can support your content operations, schedule a demo to explore what a modern DAM can do for your team.

CONTACT US →



Cloudinary is the image and video platform that enables the world's most engaging brands to deliver transformative visual experiences at a global scale. More than three million users and 11,000 customers, including Adidas, 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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