Cloudinary Assets

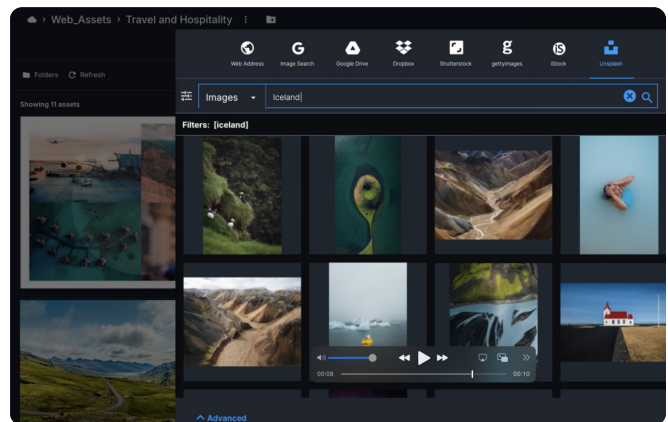Intelligent digital asset management, for brands that rely on visual storytelling.

Cloudinary brings 10+ years of AI expertise to the asset lifecycle, offering scalable GenAI features and asset repurposing unmatched by any other DAM on the market.

Composable and Connected

Easily access files anytime, anywhere.

Cloudinary's API-first DAM unites developers, commerce teams, and marketers by providing a single source of truth, seamless file uploads, and connections to any application through integrations, APIs, and widgets.
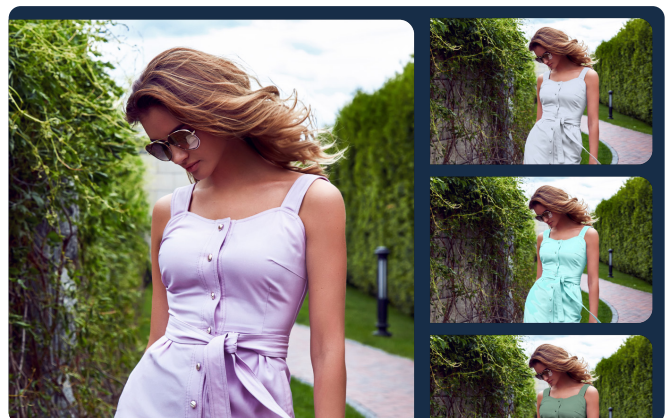
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Adapt and Customize

Automatically generate limitless variations.

Adapt, transform, and customize assets to personalize experiences across channels, using presets and GenAI automation to enhance, repurpose, and customize images and videos.
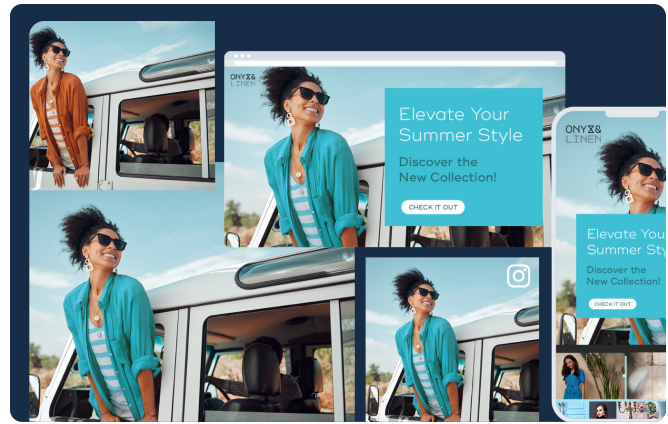
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Optimized Omnichannel Delivery

Perfect assets for every channel, device, and context.

Cloudinary's optimization expertise ensures that assets are delivered in the right size, crop, and format, improving Core Web Vitals, reducing page load times, enhancing SEO, and boosting user satisfaction.

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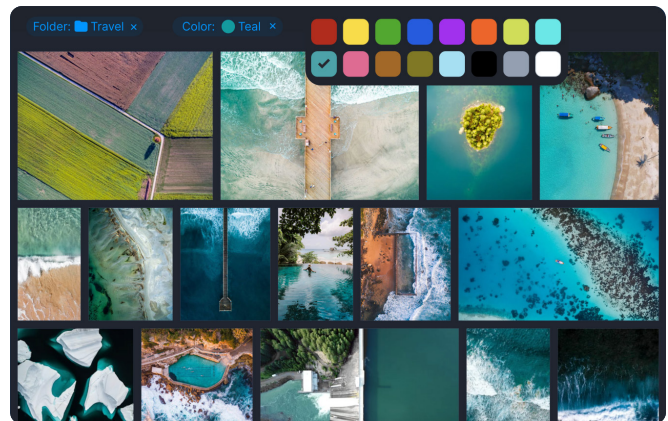

Organize and Find

Search without reliance on metadata.

AI-powered tagging and metadata management to organize asset libraries allows users to quickly find assets based on visual content or metadata.
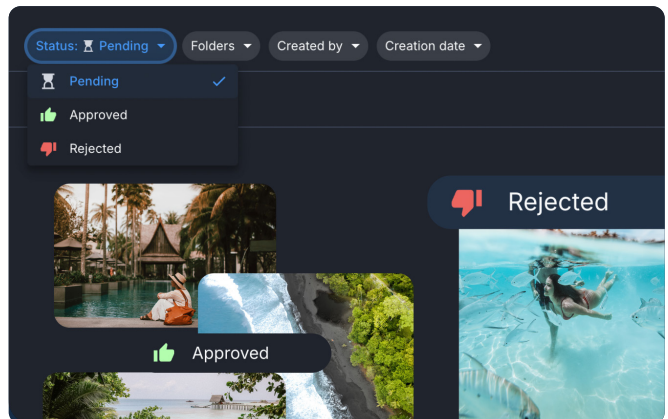
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Moderate and Approve

Accelerate moderation, review, and approval.

Cloudinary AI Vision and Creative Review automate brand compliance checks and flag sensitive content, while its review and approval features enable teams to manage workflows, track versions, and streamline collaboration.
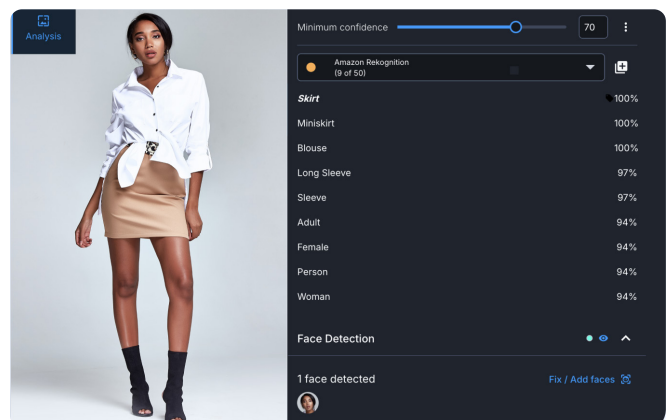
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Manage and Enrich

Stay organized with automated workflows.

Prebuilt workflow templates allow users of any skill level to automate tasks like asset expiration management, branding standardization, and auto tagging.
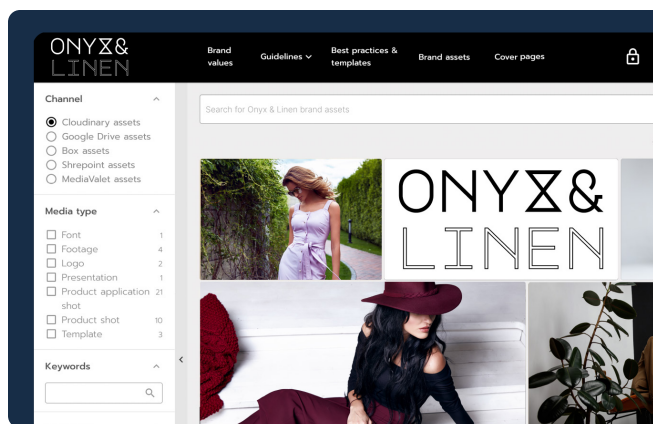
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Branded Asset Sharing

Bring consistency with brand and media portals.

Create customizable media sharing and brand resource portals for internal teams or external contributors, using assets from your DAM. Portal analytics help track user activity and provide insights to guide content curation decisions.

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Connect DAM Across the Ecosystem

With prebuilt integrations, top-tier APIs, over 25 SDKs, and a partner network, Cloudinary DAM supports composable architectures and a MACH approach, serving as your single source of truth.

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It's Time for Something Extraordinary

Intelligent digital asset management will lead to something extraordinary for your business.

CONTACT US →

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.