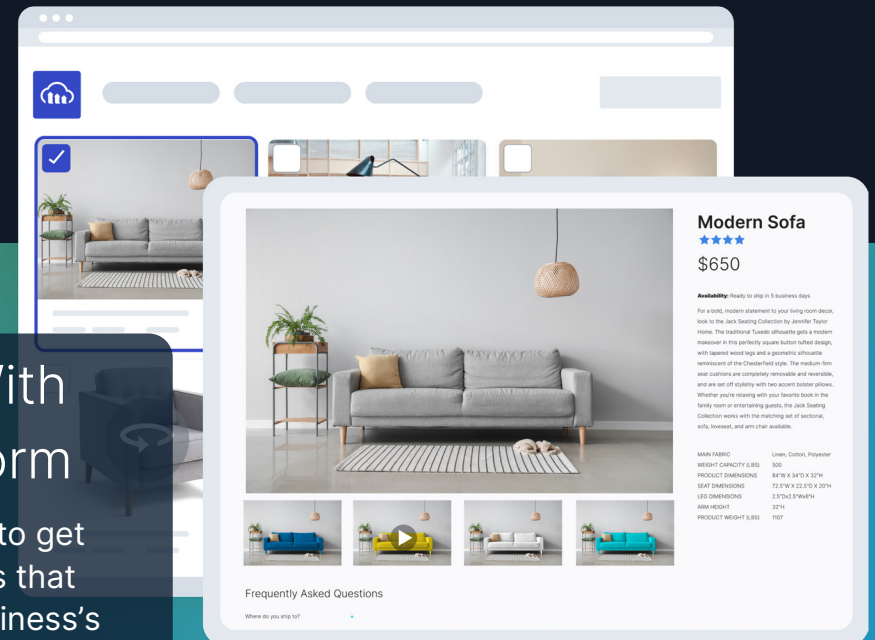# Cloudinary

# How Cloudinary Empowered 3 Leading Brands

Real Stories of Innovation and Impact With Cloudinary's Image and Video API Platform

The most successful brands rely on engaging visual experiences to get their message and products out to the market. Images and videos that resonate with audiences can have a significant impact on the business's bottom line. As your brand scales, managing your digital assets and ensuring they're as engaging and valuable as possible will only become a more complex and costly process — unless you have the right image and video API platform in place.
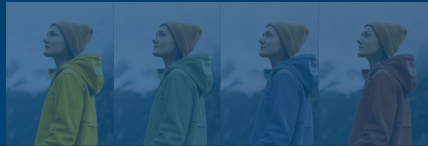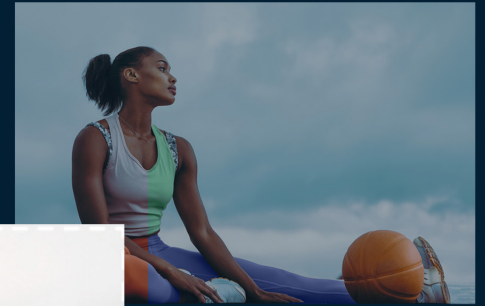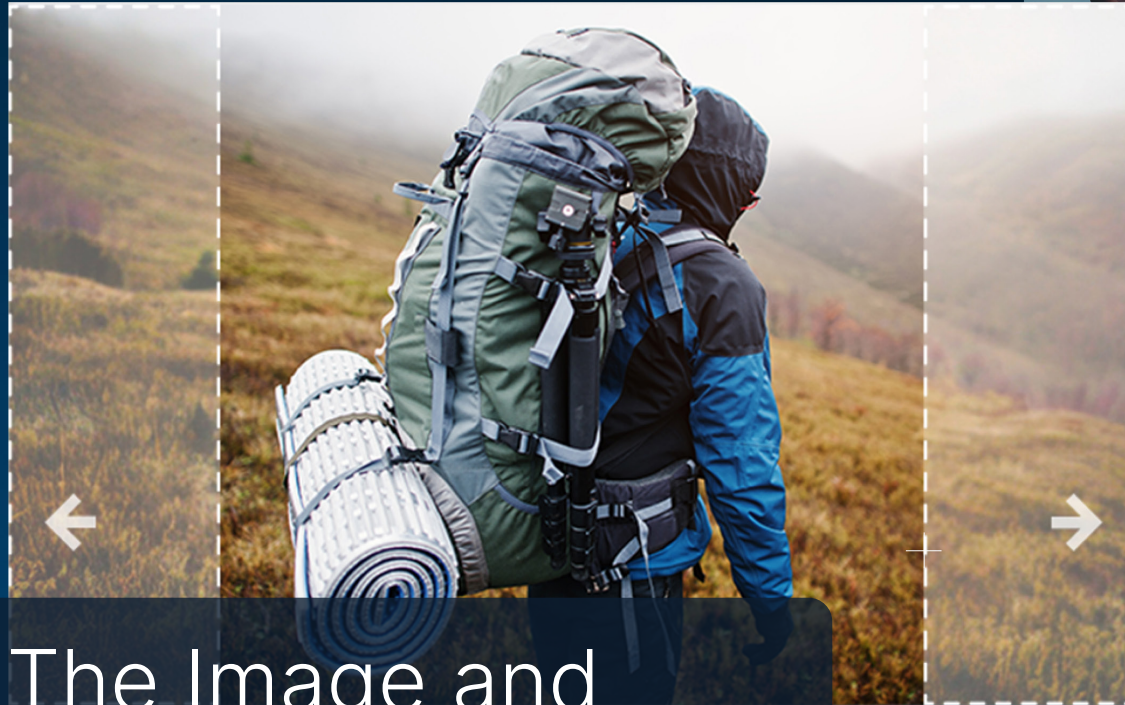
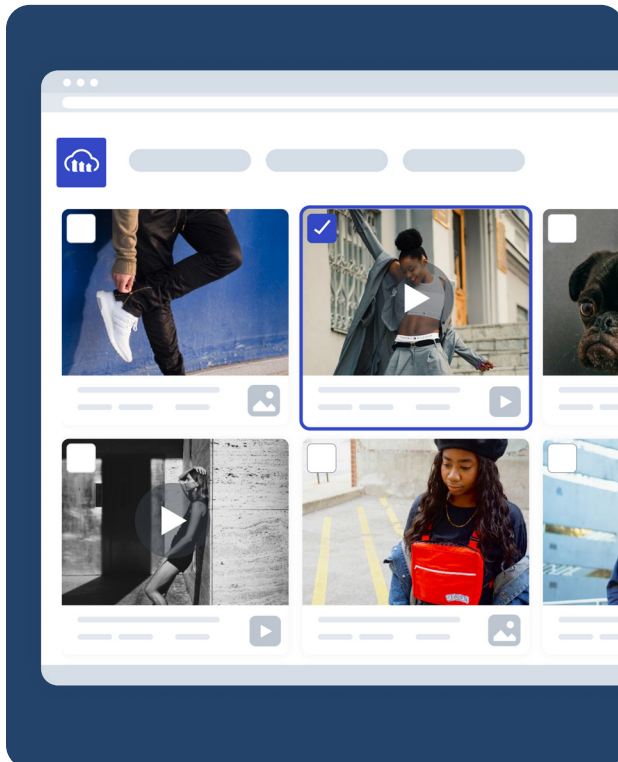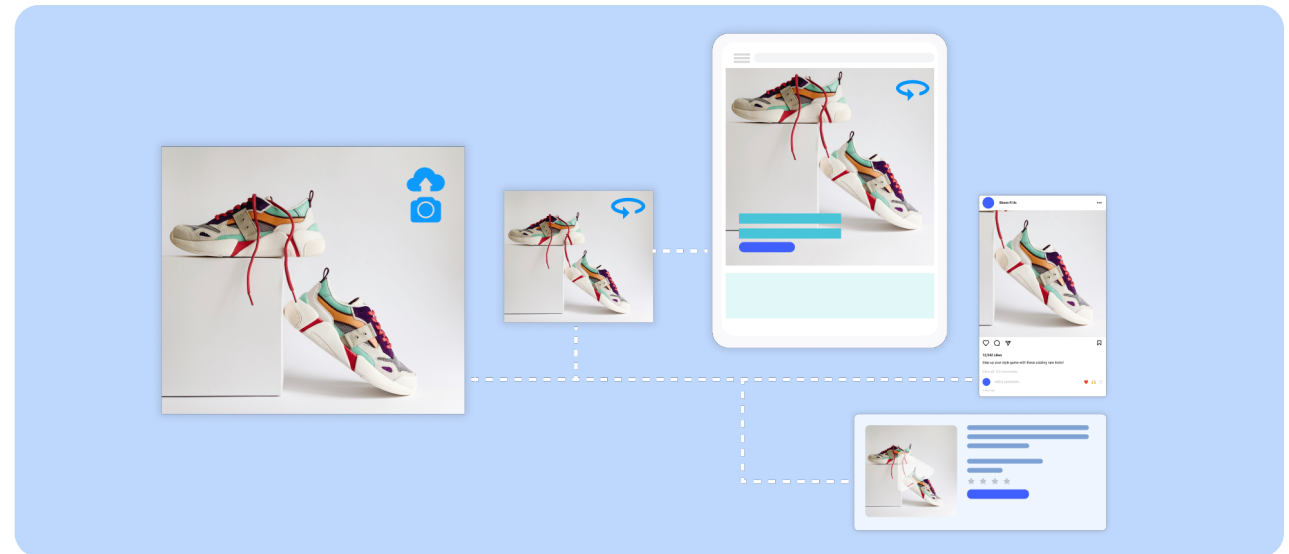# Cloudinary: The Image and Video API Platform Trusted by 2M Developers

Cloudinary's image and video API platform is designed to revolutionize how brands create, manage, and optimize their visual storytelling. Over 10,000 enterprise and hyper-growth companies rely on Cloudinary to enhance and automate the entire asset lifecycle at scale, so they can easily deliver stunning visual experiences that engage customers and drive ROI.

MP4 / H.265

WebM / VP9

MP4 / H.264

Comprehensive media management. Cloudinary's image and video API platform allows you to store, transform, optimize, and deliver all media assets, providing powerful tools for developers to create engaging visual experiences with ease.

Seamless integration. With built-in integrations and extensible APIs, Cloudinary effortlessly connects with upstream and downstream applications within your tech stack, enhancing compatibility and streamlining workflows across popular platforms like Salesforce, Shopify, AWS, and more.

Scalability for e-commerce. Support millions of product images and videos with Cloudinary's scalable infrastructure, ensuring high-performance product listing pages (PLPs), product detail pages (PDPs), and shopping experiences that drive engagement and revenue.

Headless architecture flexibility. Leverage Cloudinary's cloud-native platform and full suite of APIs and microservices to build a composable, headless tech stack that offers unmatched flexibility, power, and agility.

Advanced video capabilities. Cloudinary's complete video API offers real-time video transcoding, content-aware compression, and on-the-fly transformations, enabling you to create high-quality video experiences optimized for any device or platform.

AI-powered automations. The platform's advanced AI capabilities, such as bulk editing and automated adjustments, allow teams to deploy assets quickly across digital properties, cutting down the time to market significantly and increasing productivity.

Success Stories: Real Results From Cloudinary Customers

The following three brands partnered with Cloudinary to overcome their image and video challenges and achieved remarkable results.

MANSCAPED® Delivers Razor Sharp Performance and Storytelling

ABOUT

Manscaped

Trusted by more than 10 million men worldwide and available in over 100 countries, MANSCAPED® is a global men's lifestyle consumer brand and male grooming category creator. The brand's product range includes a diversified line of premium tools, formulations, and accessories designed to introduce and elevate a whole new self-care routine for men.
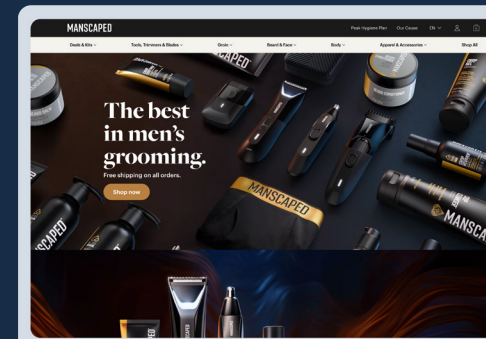

90%
of assets load in seven seconds

50% increase
in asset quality and performance

25% improvement
in Largest Contentful Paint

5

THE CHALLENGE

Struggling to Deliver Impactful Stories at Scale

"MANSCAPED is focused on storytelling," begins Rama Annaswamy, Vice President of Media Technology at MANSCAPED. "We tell a story and bring humor into our products. In the physical world, you can touch the product to understand it. But in a digital medium, you have to convey the message or story through much more detail — which can be challenging if our digital assets aren't loading properly."

But MANSCAPED was facing significant challenges that impacted its ability to tell meaningful stories effectively, including distorted images, localization issues, and cumbersome asset management workflows. Maintaining image quality while ensuring optimal page loading speeds was a struggle that affected the overall customer experience.

"Back in the day when we had single product lines or one lead flagship product, assets were super easy to manage. And the organic workflows that designers and developers had established worked quite simply," recalls Rama.

"But as our product lines increased, it just became too problematic. We were not able to figure out how those assets were to be handed off, or what the rules or restrictions were. It was just a lot of conversations and more meetings than getting to the actual work. On top of that, we also decided that the quality [of assets] wasn't great. When I came in, we were sending huge assets — like wallpaper-sized assets — to mobile devices, which is not optimal."

"We were finding issues within our tech infrastructure. Meanwhile we still had to tell a story, and the story had new parts: videos, animations, new formats, etc. While our creative machine was churning and turning, our tech was not able to keep up. None of this was scalable as we were transitioning to [launching] multiple products each year."

— Rama Annaswamy, *Vice President of Media Technology,* MANSCAPED

THE CLOUDINARY SOLUTION

Using a Composable Tech Stack to Scale Operations

Rama originally discovered Cloudinary while working for an apparel company called The Children's Place, which adopted Cloudinary's image and video API platform to streamline its asset management, enhance image quality, and optimize page performance. Once at MANSCAPED, Rama encountered the same challenges and knew he wanted to partner with Cloudinary again.

"From a customer perspective, they see assets much faster," shares Rama. "Cloudinary makes adding optimized images and videos to our commerce and marketing experiences incredibly fast. We've integrated Cloudinary with Figma, Gatsby, and Strapi so our teams never have to leave the tools they use every day, which has dramatically accelerated the pace of our digital storytelling. My team leads fully support this workflow, which has been instrumental in the success of Cloudinary."

Improved Asset Quality

"Cloudinary has truly elevated the quality of our assets. We're passionate about crafting engaging narratives through impactful visuals, and now, with faster load times, our stories come to life almost instantly. This swift delivery is invaluable for our design and marketing teams, allowing them to captivate our audience right from the start," says Rama.

Enhanced User Experience

Rama adds, "Seeing more optimized images and better image quality across our sites is also a huge win for MANSCAPED. Faster loading times directly impact the customer's experience, making our storytelling through images much more effective."

Scalable Asset Management

"With Cloudinary, we can handle multiple product lines efficiently. The platform supports new formats like videos and animations, which are crucial for our storytelling. None of this was scalable as we were transitioning to [launching] multiple products each year," shares Rama.

Meaningful Partnership

Rama notes, "Choosing the right partners is super important. Personally, I love looking at visual assets and working in the design and technology space. So finding a partner who has that same level of interest is super cool. And the solution engineers share the same concerns and are very interested to solve your questions as well."

THE RESULTS

Improving Asset Performance to Tell Better Stories at Scale

MANSCAPED was thrilled with the Cloudinary image and video API platform, which brought significant benefits to its organization, particularly in terms of improved image quality, faster loading times, and enhanced user experiences. By leveraging Cloudinary's AI-powered capabilities to streamline and scale operations as well as switching to a composable tech stack, MANSCAPED overcame its asset management challenges and empowered its teams to deliver better stories that resonate with consumers and drive sales.

Faster Page Load Times

"Now, you can see about 90% of the assets in about seven seconds. Having the consumer see something eye-catching sooner is much more valuable for the designer, the marketer, whoever is trying to get the message across. This has greatly improved our user engagement and overall customer satisfaction," celebrates Rama.

Optimized Asset Management

Rama shares, "With Cloudinary, we've drastically reduced the complexity of our asset management workflows. This efficiency has allowed our teams to focus more on creativity and storytelling rather than on the technical aspects of asset handling."

Enhanced Image Quality

"The quality of our images has significantly improved, making our digital storytelling much more impactful. This improvement has been the biggest value for us, ensuring that our brand message is communicated effectively and efficiently across all digital platforms," concludes Rama.

"Seeing more optimized images and better image quality across our sites is a huge win for us, and that improvement has been the biggest value because we like to tell stories through assets, and now we know we can deliver an incredible user experience."

— Rama Annaswamy, *Vice President of Media Technology, MANSCAPED*

Learn more at: **www.cloudinary.com**

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Bleacher Report Scores With Real-Time Video Highlights

ABOUT
Bleacher Report

Bleacher Report, a global digital destination for sports fans, creates and collaborates on content at the intersection of sports and culture. The company is owned by Turner, a division of Time Warner. Bleacher Report's website and social channels focus on sports culture for the next generation of fans. Bleacher Report also has a five-star mobile app and popular email newsletters, which are part of the company's strategy for instantly delivering in-depth articles, results, and video highlights personalized for users' favorite teams, players, and leagues.

25% increase
in monthly views

Sped up content time to market

25% increase
in monthly highlight video views in app

"Speed to market is paramount for our video highlights solution, and it was a huge consideration in choosing to work with Cloudinary for this project. Not only were we able to implement the full solution in a matter of weeks, we are now able to deliver sports video highlights within minutes."

— David Marks, Senior Director of Engineering, Bleacher Report

THE CHALLENGE

Delivering Video Highlights in Real Time

Bleacher Report sought a way to enhance its content by delivering short video highlights while games were still in progress. With nearly 85% of users accessing Bleacher Report content on mobile devices, the company needed to ensure that short video highlights could be created quickly and streamed flawlessly, regardless of the viewing device or bandwidth.

"Sports highlights are valuable to fans, but delivering these videos can be a significant challenge given the diverse ways fans interact with our website and mobile application," says David Marks, Senior Director of Engineering for Bleacher Report. "We wanted to make sure that our users had an optimal experience, no matter if they were in an arena, riding the bus, watching games at a local bar, or on a computer in the comfort of their own home."

Delivering video content to users on different devices is not a trivial task. To do so, Bleacher Report would have to manipulate and optimize each video to suit every viewing device, viewport, and bandwidth.

"Another challenge we faced was the speed at which we could get the content to our users," says Marks. "Delivering highlights during game time is crucial to Bleacher Report as that's when our users are hyper-engaged. The manual approach just wasn't efficient enough for us to achieve the necessary speed to market."

"With our previous system, it was a challenge to create images for every device, browser, resolution, and bandwidth. We wanted a solution that would enable us to do that without having to think too hard about it. Cloudinary was a perfect fit, quickly integrating with our backend systems and enabling us to improve page load time, which was critical for our mobile users."

— David Marks, Senior Director of Engineering, Bleacher Report

Learn more at: **www.cloudinary.com**

THE RESULTS

Speed to Market and Increased Video Viewership

Cloudinary's seamless integration and ease of use accelerated the development process, enabling Bleacher Report to go from concept to an automated video highlights offering in under five weeks.

"Speed to market is paramount for our video highlights solution, and it was a huge consideration in choosing to work with Cloudinary for this project," says Marks. "Not only were we able to implement the full solution in a matter of weeks, we are now able to deliver sports video highlights within minutes."

Though just recently implemented, Bleacher Report is already seeing a 25% increase in total video views per month, and a 350% increase in video views within their gamecasts experience. Bleacher Report says that it has been able to increase its monthly three-second video views by 35% and grow the monthly highlight video views in the app by 20%.

"We initially looked at Cloudinary only through the lens of image management. But we also were able to learn a great deal about how they could support our video requirements. As opportunities and new ideas have arisen, we've taken advantage of what Cloudinary can offer on the video side, as well, and achieved significant benefits."

— David Marks, Senior Director of Engineering, Bleacher Report

Learn more at: **www.cloudinary.com**

Neiman Marcus Reduces Photoshoot-to-Web by 50%
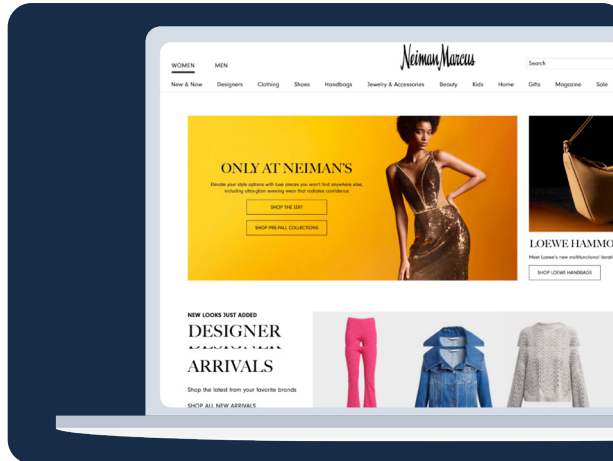
3x faster
page load times

75% time saved
in asset management

50% reduction
in photoshoot-to-web

ABOUT

Neiman Marcus

Historic fashion and specialty retailer, Neiman Marcus, opened its first store in Dallas, Texas in 1907, then rapidly grew to become one of the first luxury department store chains in the South. Today, the brand manages more than 5.1 million gross square feet of retail store space in the U.S., including 37 Neiman Marcus stores, two Bergdorf Goodman locations, and five Last Call stores.

The retailer's website is another revenue generator attracting an international audience. With more than 18 million assets under management, Neiman Marcus delivers a beautifully designed website and mobile image- and video-driven experience as elegant and accessible as its stores.

More than a century later, the company continues to be one of the leading retailers of designer clothing, shoes, jewelry, beauty products, gifts, home goods, and more with a revenue of $4.9 billion annually.
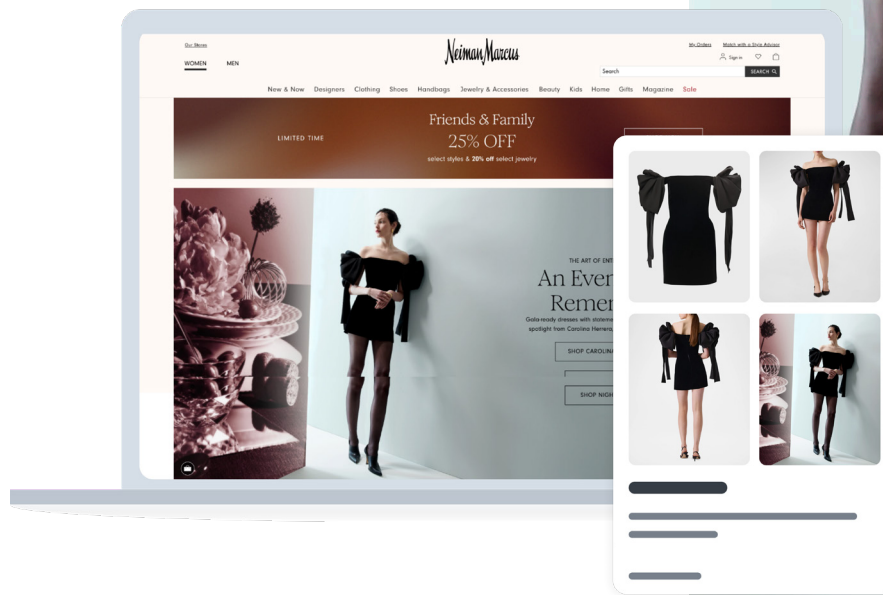
THE CHALLENGE

Migrating From a Legacy System That Couldn't Scale

Before migrating to Cloudinary, Neiman Marcus had been using legacy-rich media systems and a homegrown solution to deliver its digital experiences. This outdated system consumed work hours and required a tremendous amount of repetitive, manual work. The move to Cloudinary's composable infrastructure modernized their digital experiences and dramatically improved speed and delivery of those experiences. The switch to a new image and video platform was a painless experience. Sri Kalavacharla, Senior Director, Omni Personalization and Engagement Engineering says Cloudinary made it "an easy journey."

Cloudinary simplified the migration process by guiding budget, migration schedules, and considerations around metadata enhancements, identifying and deleting outdated assets, mapping existing workflows to Cloudinary features, and much more.

Learn more at: **www.cloudinary.com**

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THE CLOUDINARY SOLUTION

## Achieving Scale by Putting Cloudinary at Its Core

To take advantage of Cloudinary's AI-powered image asset management capabilities, Neiman Marcus placed it at the core of its digital experience transformation.

The Neiman Marcus digital team assessed which of their partners worked best alongside Cloudinary, such as several AWS services and Cloudinary tapped partners specifically compatible with Cloudinary, namely Contentful as its content management system (CMS).

"Cloudinary is not just a DAM. What you're getting is Cloudinary plus a content delivery network that helps you deliver better-performing assets," adds Kalavacharla.

"Cloudinary has been at the core of our omnichannel content strategy and has become a key requirement for us to ensure any related products we pursue have out-of-the-box support for Cloudinary."

— Sri Kalavacharla, Senior Director, Omni Personalization and Engagement Engineering, The Neiman Marcus Group
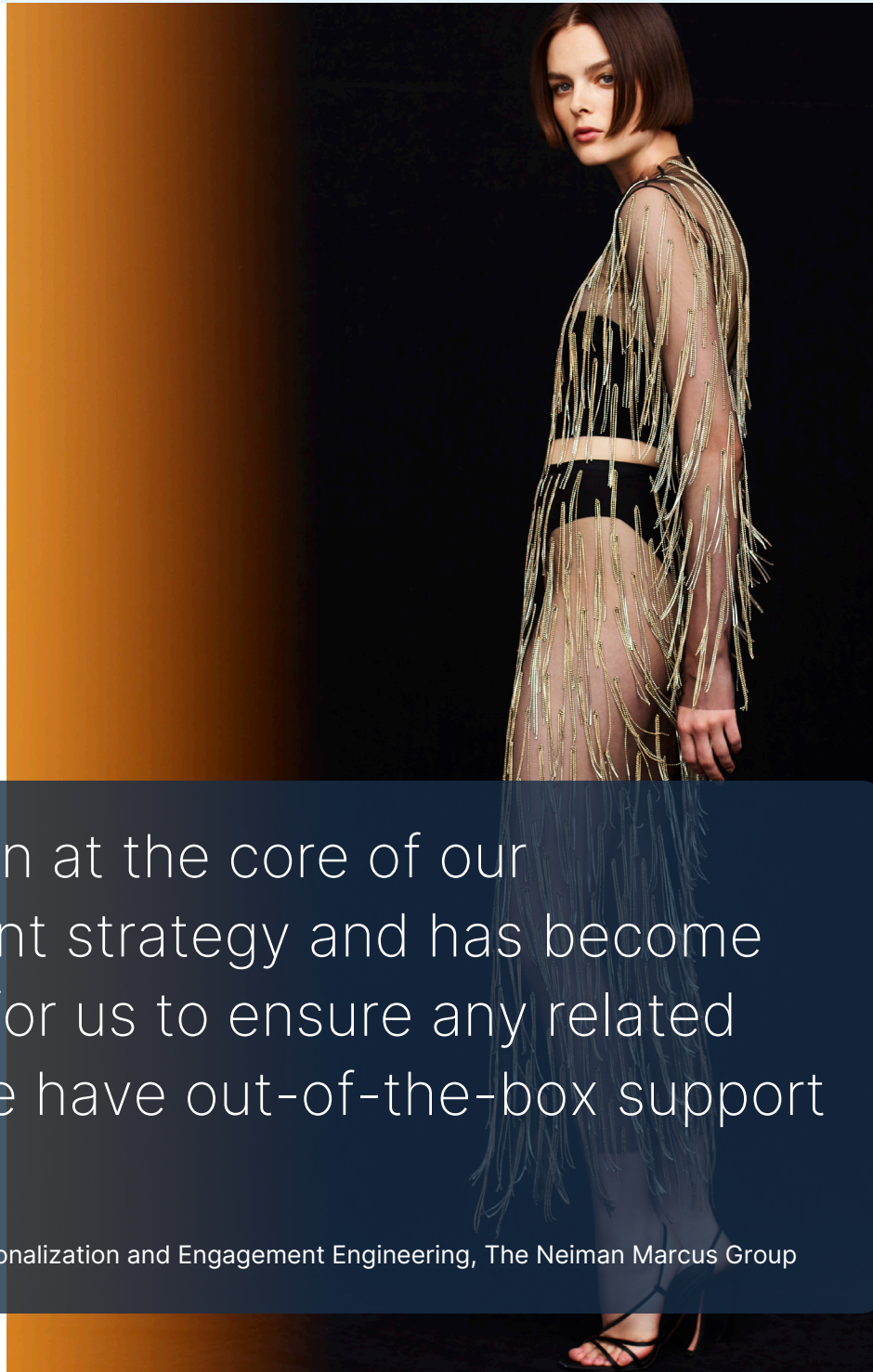
With Cloudinary at the center of their content strategy, Neiman Marcus focused on improving content velocity by streamlining the photoshoot-to-web workflow which was unachievable with their legacy system. After upgrading to Cloudinary and utilizing the AI-powered image editing and optimization capabilities, designers no longer spend their time on manual tasks. Neiman Marcus reduced their time to site by 50% — a four- to two-week reduction.

Neiman Marcus now leverages capabilities beyond organizing and storing images. Cloudinary auto-generates millions of product images to run at different sizes for various digital content fields and automatically formats, sizes, and scales images and video to be viewed at the highest level of quality available.

THE RESULTS

Higher-Quality Images and Faster Performance

Typically, delivering higher-quality images with larger file sizes negatively impacts web performance. Aware of this, Kalavacharla and the Neiman Marcus team carefully monitored performance metrics and Core Web Vitals and were pleased to see that web performance and Google Core Web Vitals have improved.

Kalavacharla states companies can no longer create a website and be OK with it running at dial-up speed. Data shows that a one-second delay can cause a 20% drop in traffic. Consumers need images to load quickly and mobile-first. Cloudinary ensures the images are optimally delivered wherever consumers are shopping, regardless of device, format, or bandwidth.

The team at Neiman Marcus can now use that time to focus on building a more dynamic, differentiated, modern experience for their shoppers.

"Because images are automatically optimized through the AI, page load times have been faster. It was certainly 3x faster, compared to a few years ago."

— Sri Kalavacharla, Senior Director, Omni Personalization and Engagement Engineering, The Neiman Marcus Group

Learn more at: **www.cloudinary.com**

It's Time to Unleash the Full Potential of Your Visual Assets

Cloudinary AI is a powerful tool that transforms how brands manage, optimize, and deliver visual content that drives conversions. Beyond AI, Cloudinary offers a suite of products, including Assets, Cloudinary Video API, Programmable Media, MediaFlows, and more.

PRODUCTS

- Programmable Media
- Assets
- MediaFlows

- Integrations

APIS

- Video API
- Cloudinary AI
- Image API

- SDKs

Cloudinary

Leveraging the entire Cloudinary's image and video API platform can empower companies with enhanced visuals that increase conversions and brand loyalty. From optimizing image quality to delivering personalized and interactive experiences, Cloudinary's AI-driven capabilities offer a comprehensive toolkit that's trusted by 2 million developers and 10,000 enterprise and hypergrowth companies.

A Forrester Total Economic Impact report found that Cloudinary's image and video platform produces a 203% return on investment in less than three years. The report highlighted several

key impacts Cloudinary had on businesses, including:

- Saving more than $2 million when sunsetting outdated legacy systems and replacing them with Cloudinary.

- Faster page load times, better SEO, more clicks and conversions, and a $1.7 million increase in profits due to optimized image and video assets.

Cloudinary's recognition as a Leader in the IDC MarketScape report underscores our commitment to innovation and excellence in digital asset management.

Ready to Elevate Your Visual Storytelling?

Contact us today to learn more about how Cloudinary's image and video API platform can transform your business.

CONTACT US →

"Cloudinary excels at post-production asset management, optimized delivery, and bulk editing, making it a strong fit for brands prioritizing these capabilities. Global businesses should consider Cloudinary when they have a very large volume of images and videos that need to be managed, iterated, and transformed for various channels and are looking for strong automation and AI to do this at scale."

— Marci Maddox, Research Vice President of Digital Experience Strategies, IDC