Cloudinary

5 Ways to Finally Solve Image and Video Problems in 2025

Introduction

Today's online businesses face a unique and pressing challenge: How do they create innovative user experiences that drive revenue growth with limited resources?

Striking the right balance between product innovation, customer satisfaction, operational efficiency, and budget constraints is no small feat. This eBook provides five actionable strategies for 2025 that empower leaders like you to navigate this intricate balance successfully.

Create Immersive Experiences

Shopping online presents a host of challenges that consumers don't face in person. They can't try on the product, they can't use it, and they can't get a sense of how it looks or feels in the real world. It's for this reason that immersive visual elements are so key to generating sales. Basic product photos don't always provide the information the consumer needs to make a buying decision.
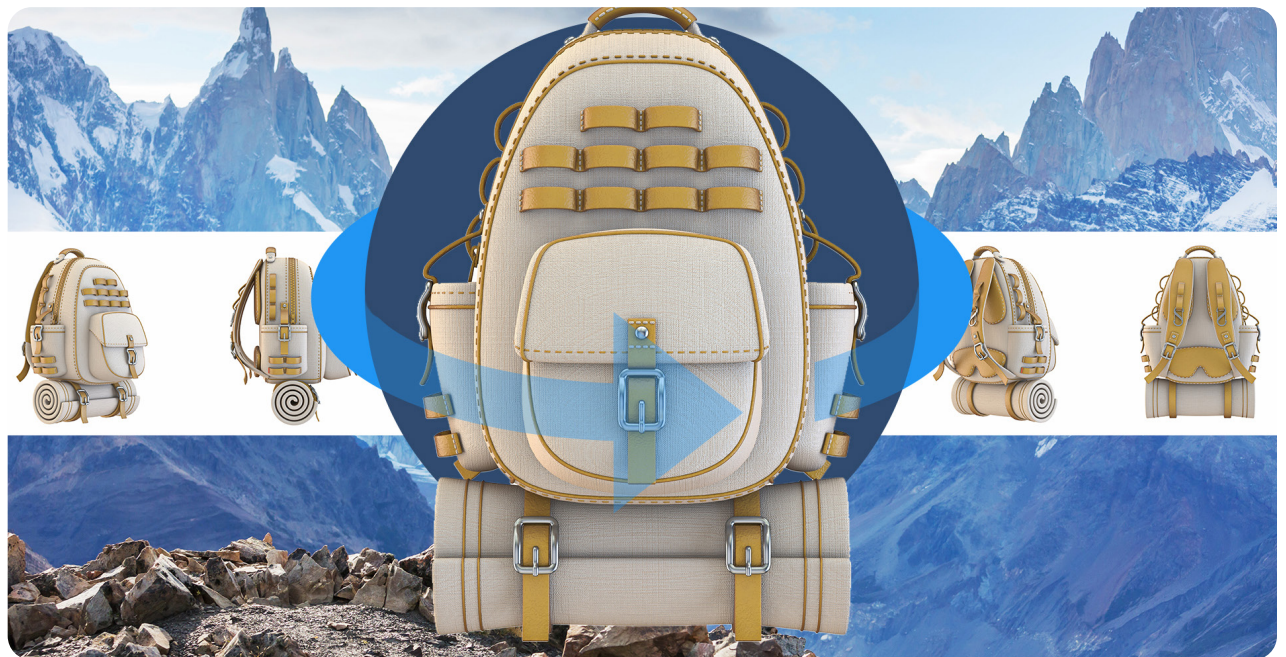
According to a global Cloudinary shopper survey, 30% of respondents returned products because they didn't meet expectations set by product photos, and 46% of respondents reported abandoning carts of clothing/shoes because they were unsure if the items would fit.[1]

To minimize returns and abandoned carts, brands should focus on developing interactive experiences and immersive visual elements that allow users to gain as much information about the product as possible. In that same Cloudinary survey, consumers say they're more likely to buy if they have access to these media, like 360-degree spin sets (57%), 3D models (53%), and user-generated videos (50%).

Though these media sound highly involved and difficult to develop, AI-enabled visual solutions like Cloudinary can help brands create 3D models from 2D photos, and even automate the moderation, enhancement, and editing of user-generated content (UGC) content. After leveraging Cloudinary to help manage and develop visual assets, Paul Smith saw a 45% increase in video-enabled sales and a 40% reduction in asset management costs.[2]

Paul Smith

45% increase in video-enabled sales

1. https://cloudinary.com/blog/visual-media-reduces-returns-global-e-commerce-survey
2. https://cloudinary.com/customers/paul-smith

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Deliver Rich Media Everywhere

When customers engage from a variety of digital touchpoints, brands face the challenge of delivering high-quality visual experiences across devices and platforms. Traditionally, it has required the use of valuable company resources in the form of time, budget, and labor.

Today, though, AI-enabled visual solutions free your design team of the obligation to spend countless hours making tedious manual edits for the variety of platforms that your customers engage on. For example, Cloudinary's digital asset management (DAM) solution can operate as a single source of truth, enabling your team to organize, maintain, and update visual assets in a centralized library to eliminate repetitive and error-prone processes.
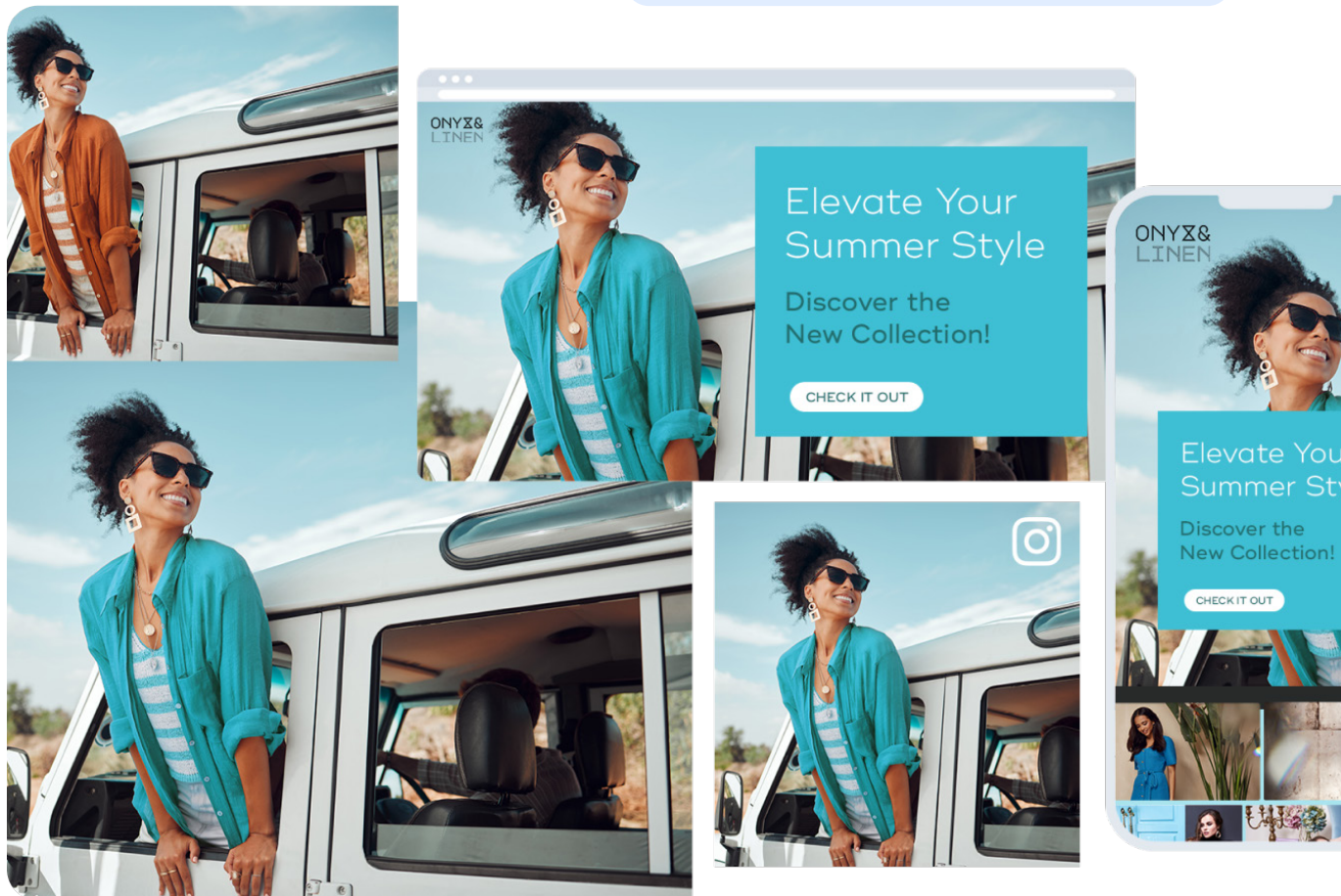
From there, Cloudinary's AI can make dynamic, real-time alterations of images, videos, and even 3D experiences, and then deliver these media in the right format, size, and file type based on the environment your customer is engaged in. With the help of an AI-enabled visual solution, you can be confident that no matter where your customer interacts with your brand, they'll be immersed in a high-quality, optimized, rich media experience.

After switching to Cloudinary from Adobe Scene7, River Island was able to cut its image correction process by 75% while improving its ability to serve the latest image file types optimally to the consumer.[3]

RiverIsland

75% reduction in time-consuming image correction process.

3.   https://cloudinary.com/customers/river-island

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Enhance Conversions With UGC

Consumers trust each other more than they trust brands. That's what makes UGC so powerful. UGC, like product demonstrations, reviews, and unboxing videos, allow your customers to get an unbiased look at how your product fits, looks, or works in the offline world.

As many as 50% of consumers say they're more likely to buy if they have access to reviews that include video. What's more, 37% consider viewing user-generated videos that show the product in use as a top priority before making a purchase, with over 25% saying it's a must-have.[4]

The problem is that compiling high-quality UGC which upholds brand guidelines is hard to do. It relies on many variables traditionally out of a business's control, like the skill of the user, the device they record on, and the environment they record in.

Fortunately, AI-enabled visual solutions like Cloudinary allow brands to better harness the power of UGC by automatically editing, moderating, applying metadata, and branding content to ensure products are always shown in high-quality visuals optimized for user consumption across all channels.[5]

37%

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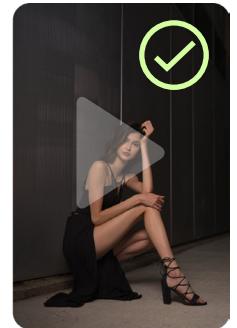

AI Vision: Prompts

"Does the image contain a person?"

"Are there any NSFW elements in the image?

"Does the image show someone wearing a dress?"

4. https://cloudinary.com/blog/visual-media-reduces-returns-global-e-commerce-survey

5. https://cloudinary.com/solutions/user-generated-content
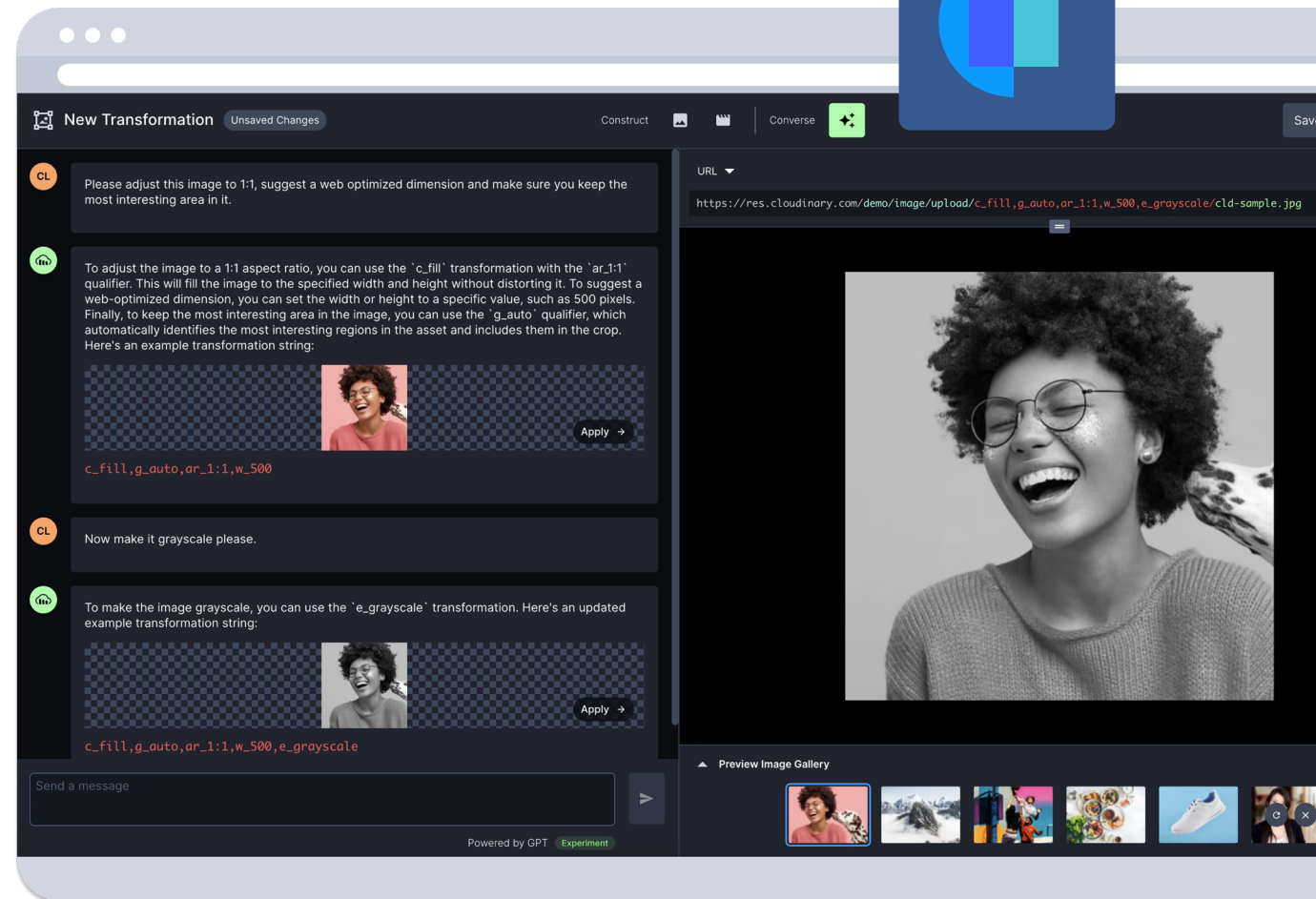
Use AI to Spark Engagement

AI-powered personalization is a game-changer for engagement and conversion. When each consumer has a unique criteria for evaluating a product, AI can make it possible to satisfy each of them with highly personalized visual elements that overcome a wide spectrum of buyer objections. For example, generative AI can help with:

- Automating repetitive and time-consuming tasks like removing, replacing, enhancing, or editing images to meet a variety of consumer expectations.

- Automating the captioning of images to make them more accessible and easier to understand.

- Creating images and making it easier for teams to revise them through a conversational interface (e.g., "please blur this image and crop to a 1:1 aspect ratio").

Using a conversational AI interface means that even if you haven't learned all the latest shortcuts in your visual editing application of choice, you can still edit visuals and even create them with professionalism and ease — completely transforming and simplifying the asset creation and revision process.

By switching to Cloudinary's AI-enabled solution, live entertainment discovery platform Fever was able to expand its manageable asset volume to 10,000 per month, and now houses over 80,000 visuals on Cloudinary's platform.[6]

6.   https://cloudinary.com/customers/fever-labs

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Improve Page Load Speed to Optimize Performance

Rapid page load speeds are critical for user satisfaction, SEO, and conversion. A recent study shows a site that loads in one second will generate 3x more conversions in the B2B space than a site that loads in three seconds, and 2.5x more conversions in the B2C space.[7]

When image and video bloat are two of the biggest factors contributing to slow load speeds, brands can benefit from leveraging visual optimization strategies to improve performance. Altering image format and size are just two ways to combat this problem, but across an entire website filled with countless media, the process can seem like an impossible task when resources are thin.

Fortunately, there are ways to automate this process. Cloudinary's AI-powered solutions scale image formatting and editing to ensure that resizing your images and changing file types don't result in a loss of quality.

Cloudinary also incorporates robust content delivery network (CDN) features to distribute assets all over the world with lightning-fast speeds. With strategically located edge servers around the globe, Cloudinary can reduce latency and improve the overall performance of a range of media, including image, video, and 3D models.

After switching to Cloudinary, Mecum Auctions was able to double its page load speed and deliver optimized images for advertising in 1/100th of the time.[8]

2x faster

page load times

JPG XL
55 KB

WebP
97 KB

7. https://portent.com/blog/analytics/research-site-speed-hurting-everyones-revenue.htm#

8. https://cloudinary.com/customers/mecum-auctions

How Cloudinary's AI-Powered Tech Delivers Powerful ROI

Creating digital experiences that engage users and drive revenue growth is challenging. But with these five strategies and tools like Cloudinary in place, you can find the right balance to help you elevate branded online experiences, foster engagement, and drive significant business growth.

With efficiencies gained from automation, businesses can spend less time on tedious repetitive tasks and more time developing engaging visual experiences. For example, automating asset manipulation can save 12,480 hours or $210,000 from Cloudinary's powerful automations.

In addition, recent findings from an Economic Impact Report conducted by research analysts at Forrester showed that a composite organization stands to experience benefits of $8.17 million over three years versus costs of $2.69 million, adding up to a net present value (NPV) of $5.48 million and an ROI of 203%.[9]

You can take the lead in driving this operational efficiency transformation with Cloudinary's AI-powered automations and advanced patent-pending image and video processing capabilities — making fast, flawless delivery of engaging visual experiences scalable and simple.

9.   https://lp.cloudinary.com/gao.lp.forrester-tei-report.html
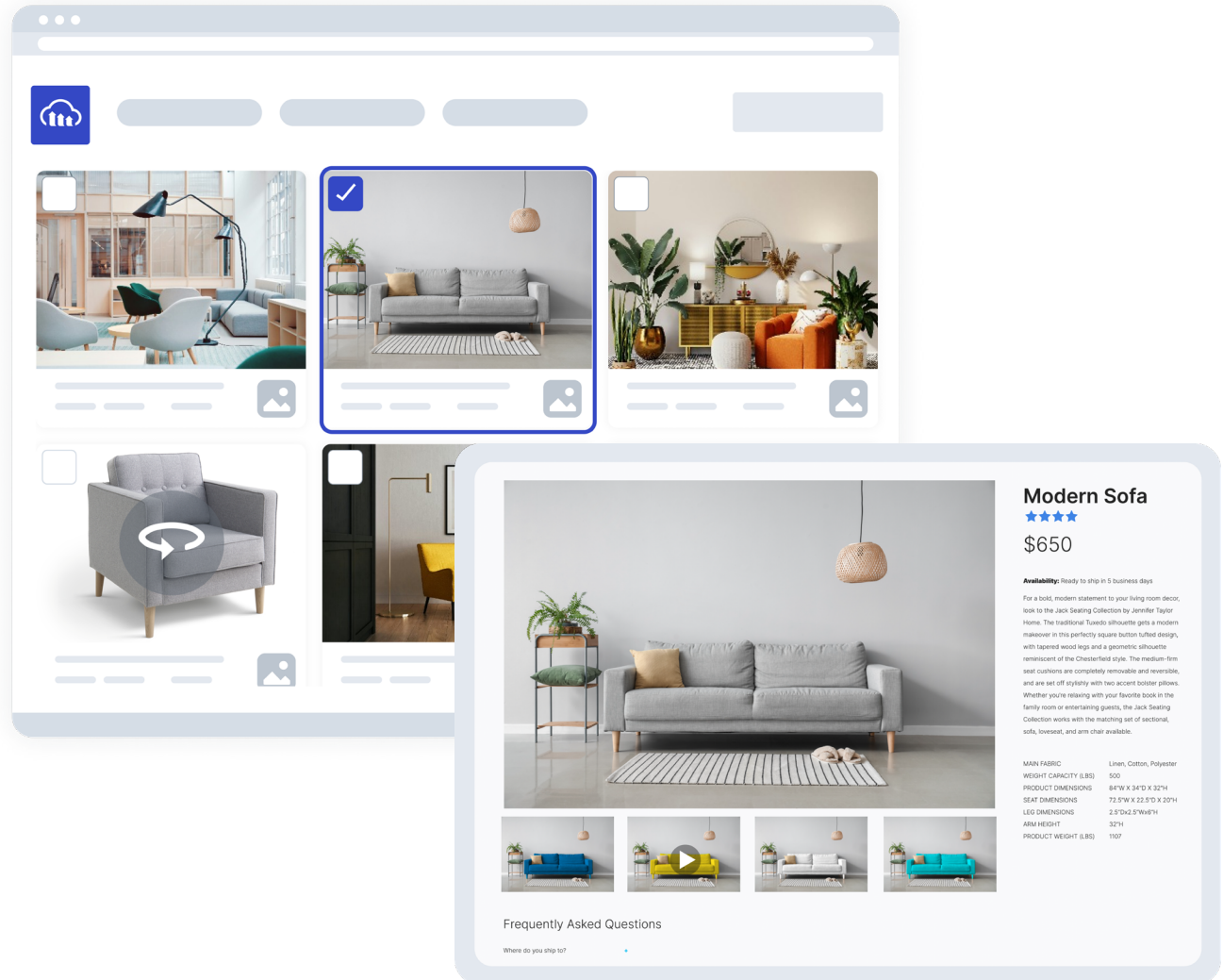
Cloudinary

Ready to Learn More About Cloudinary?

Contact us for a demo of our AI-powered image and video API platform.

CONTACT US →

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.