



Top 5 Reasons (and 1 Bonus) to Integrate Clouddinary With Salesforce Commerce Cloud

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Introduction

Salesforce Commerce Cloud (SFCC) is an ideal tool for managing e-commerce operations, streamlining customer experiences, and facilitating seamless transactions. SFCC is comprehensive, supports the unified buying experience, and, as a cloud-based solution, enables a business to scale operations.

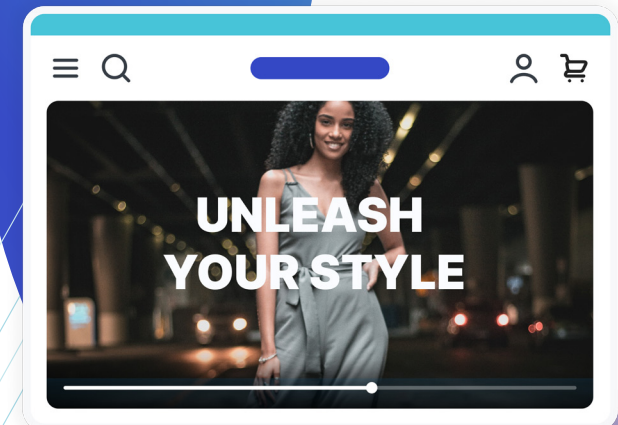
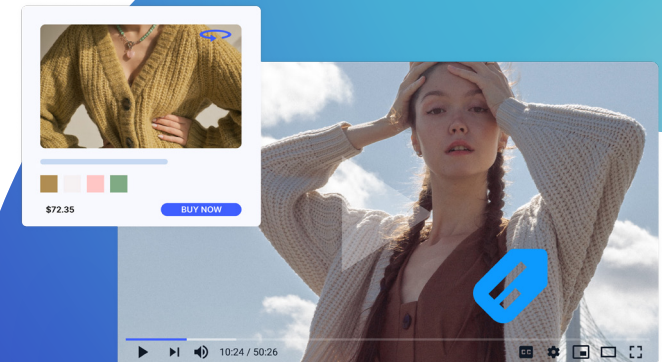
Over the years numerous integrations have made SFCC better able to serve a broader set of use cases. With the Cloudinary integration, users can add an image and video platform that elevates visual experiences, increases profitability, and reduces operating costs by adding the tools that complement and supplement SFCC.

The Cloudinary integration means your brand is fully meeting the modern consumers' desire to see see captivating images, enticing videos, 3D experiences, 360-degree spin sets, and more across every digital channel they interact with your brand.

Done right, these visuals can help your business:

- Build brand loyalty.
- Drive product purchases.
- Reduce the rate of returns.
- Enhance page performance.
- Increase organic traffic.
- Improve Google Core Web Vitals ranking.
- Boost ROI.
- Reduce operating costs.

Adding [Cloudinary](#) to your existing technology stack, you'll combine the best-in-breed image and video platform with the leading commerce solution. Cloudinary's powerful media management platform brings a range of transformative benefits to customers using B2C commerce and Salesforce Composable Storefront architectures. From centralizing assets to enhancing video capabilities to leveraging powerful AI, Cloudinary augments the way you deliver visual content to all digital touchpoints, unlocking creativity, ensuring operational efficiency, and increasing ROI.



CHAPTER 1

Cloudinary Provides a Single Source of Truth for All Images and Videos

Brands strive to deliver seamless and consistent omnichannel experiences. The creation of these typically involves many thousands, if not over a million, images and videos. Managing these visual assets can be overwhelming, especially when they're scattered across multiple locations and platforms.

Without a centralized system, brands often find themselves struggling with clunky processes, collaboration roadblocks, inconsistent content delivery, and slow time to market. Inefficiencies in **modern asset management** can lead to

missed opportunities, increased costs, and reduced ROI for their technology stack.

Cloudinary provides SFCC customers with a single source of truth (SSOT), alleviating the pain points associated with scattered visual assets. With all images and videos housed in a single repository, marketing, e-commerce, and creative teams bid farewell to disjointed workflows. Collaboration becomes seamless, and teams can focus on delivering consistent, shopping experiences on all digital touchpoints.



Babolat Benefits From a Single Source of Truth for Images and Videos

“Cloudinary gave us a single platform for all the teams working with assets, and we also benefit from a more tightly integrated technology stack. The ability to manage the entire lifecycle of assets — from creation to delivery — as well as its seamless integration with Salesforce Commerce Cloud and PIM system offered tremendous benefits and set Cloudinary apart from competitive solutions that focus on storing and sharing media assets.”

—Guillaume Sérodon, Digital Project Manager, Babolat

[Read Case Study →](#)



Cloudinary Customer Stories



PUMA Slashes Core Image Process From 15 Hours to 10 Minutes

Non-technical teams at PUMA use the Cloudinary platform alongside a headless content management system (CMS) from Sanity to instantly update text, images, messaging, and directly to mobile and web pages. Cloudinary stores all PUMA imagery and video assets and uses AI to configure the content, delivering automated, optimized, and scalable visual experiences.

[Read Case Study →](#)



Mecum Auctions Optimizes Images for Online Ads in 1/100th of the Time

“We used to spend 10 seconds optimizing each image. Now, we just upload the raw images and Cloudinary does that processing automatically. Marketing staff no longer has to generate specific sized images for ad creative and designers aren’t wasting their time trying to find specific media. It also means web pages load much faster, which really improves the customer experience.”

—Cade Cannon, IT Director, Mecum Auctions

[Read Case Study →](#)

CHAPTER 2

Cloudinary Offers a Full Suite of Video Features

The numbers tell the story:

89%

of users are convinced to buy after watching a video.

87%

of brands say video marketing has helped them increase sales.

83%

of companies would use more video if they could overcome obstacles of time, resources, and budget.

Sources: Wyzowl, Hubspot

For SFCC customers looking to expand their visual storytelling with videos, they'll need to find the right tool to add to their tech stack. This is where Cloudinary bridges the gap, offering video features for SFCC customers.

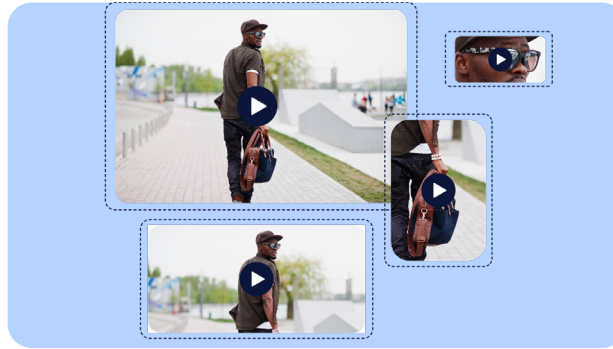
Create and Deliver Video in Minutes With AI-Driven Automation



Automatically Optimize Performance

Start videos faster on any device and stream smoothly with uninterrupted buffering on any bandwidth.

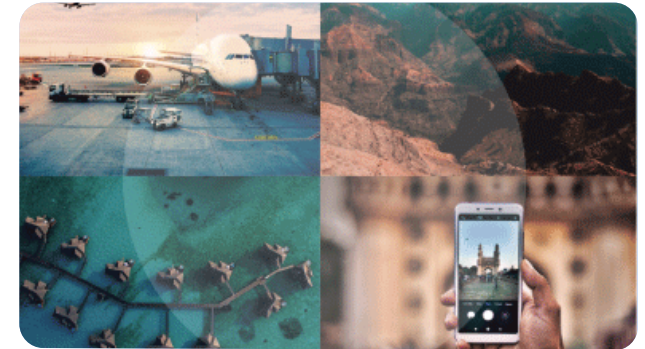
- Auto-select fastest loading format.
- Auto-adjust quality compression based on content.
- Built-in multi-CDN with dynamic switching.



Deliver Videos to Any Touchpoint in Minutes not Hours

Eliminate the tedious manual work of adapting and delivering videos across various devices and channels with AI powered automation.

- Advanced video analysis, moderation, and tagging.
- Auto-crop and focus for web, mobile, or social.
- URL-based customization with text or image overlays.



Increase Engagement Up to 25% With Compelling Experiences

Captivate your audience with videos that can be embedded anywhere and drive higher engagement with custom viewing experiences.

- Auto-generate short previews.
- Add subtitles and captions with AI.
- Built-in customizable video player with analytics.

Cloudinary's **global e-commerce survey** shows:

37%

of consumers consider viewing user-generated videos showing the product in use as a top priority before making a purchase.

30%

of survey respondents said they returned products because the products didn't match what they saw on the seller's website.

50%

of respondents said they depend on reviews and are more likely to buy if they have access to helpful user-generated videos.

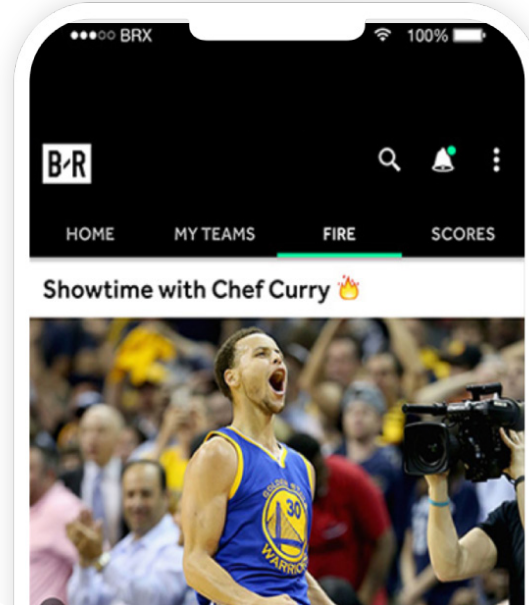
Cloudinary Customer Stories



Paul Smith

Paul Smith saw 45% boost in video-enabled sales

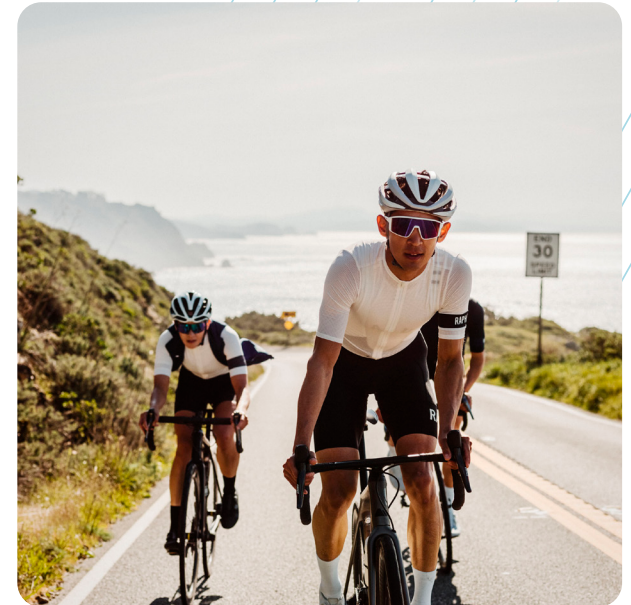
[Read Case Study →](#)



**B-R BLEACHER
REPORT**

Delivers sports video highlights on website and mobile app in minutes

[Read Case Study →](#)



Rapha.

Accelerates creation of video experiences by 50%

[Read Case Study →](#)

CHAPTER 3

Cloudinary Delivers AI-Powered Visual Experiences

While delivering customized visual experiences is a top priority, it can take a lot of manual effort and time to execute. Just think of all the various touchpoints in the customer journey and how many different image and video versions must be created at the right size, format, and crop. Dozens of other attributes including color, geographical location, and language need to be considered for truly personalized experiences.

Consumers expect to see something unique and visually appealing every step of the buyer journey. Cloudinary brings **power of AI** and new **generative AI**- and GPT-based solutions that can automate, transform, and customize visual experiences at scale so businesses can move towards more strategic initiatives and provide the best customer experience possible.

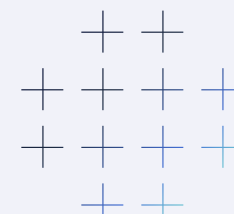


“Our founding mission was to revolutionize the way in which brands manage and deliver images and video at scale, and building solutions that harness the most advanced technologies has been central to delivering on that promise.

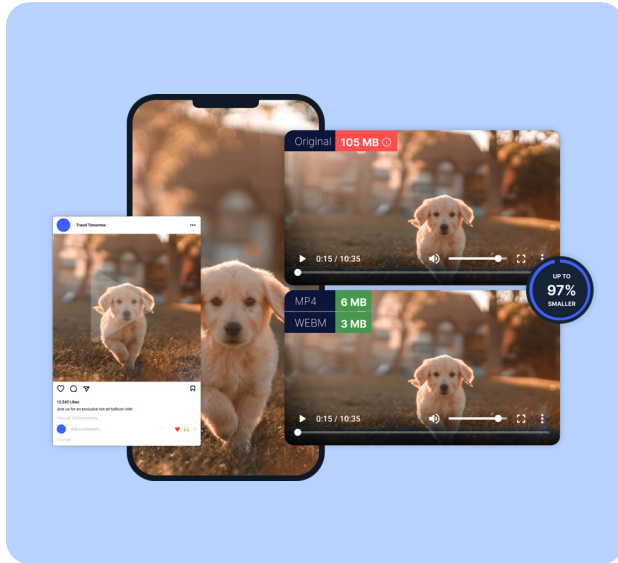


Since launching our flagship image management product, we’ve led advancements across media management, leveraging the power of AI, machine and deep learning, and raising the bar for what’s possible in media creation and delivery. It’s always been about letting advanced technology streamline or eliminate tedious tasks so brands can focus their limited resources on creating high impact, highly visual sites, apps and campaigns that connect, engage, inspire and convert.”

— Nadav Soferman, Co-Founder and CPO, Cloudinary

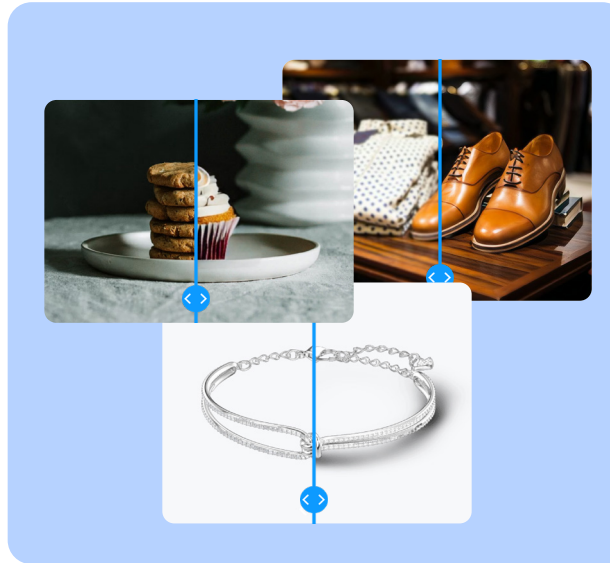


Optimize and Transform Visual Experiences With AI-Powered Capabilities



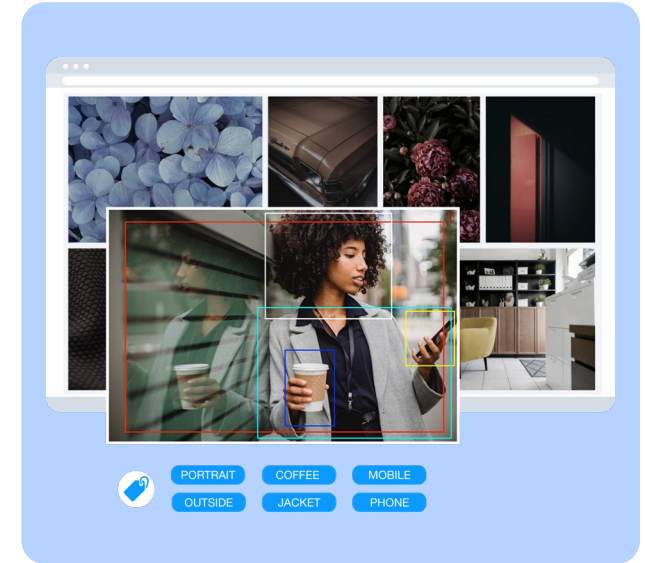
Optimize and Deliver at Scale

Improve web and app experiences with smart crop, auto format, and quality for best fidelity at the smallest file size, and product gallery auto-creator. Dynamically create SEO-friendly URLs and leverage multi-CDN delivery for the perfect user experience on any device.



Edit and Transform for Deeper Engagement

Customize visual experiences for every channel and put an end to tedious, manual image and video editing with powerful features like AI background removal, smart crop, automatic video previews, text and image overlays, zoom pan image animation, -2D-3D-2D, and filter effects.



Manage and Analyze

Access automated image and video management capabilities including search, smart tagging, media analysis, object detection, moderation, auditing, reporting, dashboards and more in the tools of your choice.

The Latest Generative AI and GPT-Based Features

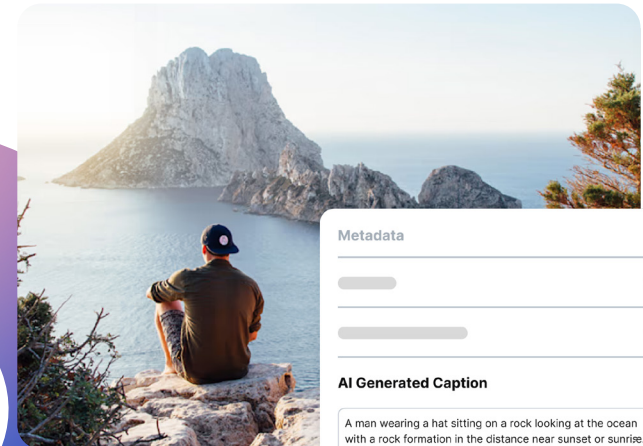
Cloudinary [recently introduced](#) the first wave of powerful new generative AI and GPT-based features, opening up a world of creative possibilities.

Generative AI features, including [Generative Fill](#), [Remove](#), [Replace](#), [Upscale](#), [Restore](#), and [Recolor](#), allow teams to generate unique images and video variations without manual manipulation, streamlining the image adaptation process and increasing productivity.

Another new AI-powered feature is [Image Captioning](#), which attaches descriptive and engaging captions.

Cloudinary offers a ChatGPT-backed natural language interface. Users can interact with the platform using ordinary language. This groundbreaking integration simplifies complex tasks, making visual asset management more intuitive and user-friendly.

See Cloudinary's latest Generative AI features.



Metadata

—

—

AI Generated Caption

A man wearing a hat sitting on a rock looking at the ocean with a rock formation in the distance near sunset or sunrise.

Cloudinary Customer Stories



+2,000 working hours saved via
automated image upload process

minted.

Automated and streamlined
generation of **60M complex images**

Neiman Marcus

75% reduction in time spent
managing image assets

3X faster page load times

Paul Smith

40% reduction in asset
management costs

Rapha.

90% faster image delivery

50% faster video delivery

Reformation

31% improved overall page load time

67% reduced bounce rate

RIVER ISLAND

Image correction process time
reduced by up to 75%

CHAPTER 4

Clouldinary Boosts Organic Traffic and Google Rankings

Modern shoppers demand immediate, accurate information and imagery.

Your web pages aren't loading fast enough or your page doesn't rank on Google, you're losing organic traffic and potential customers.

Improve website performance by optimizing images and videos for every device, browser, and bandwidth to reduce page load times, increasing organic traffic, Google rankings, and conversions.

The Impact of Page Load Times on Google Rankings

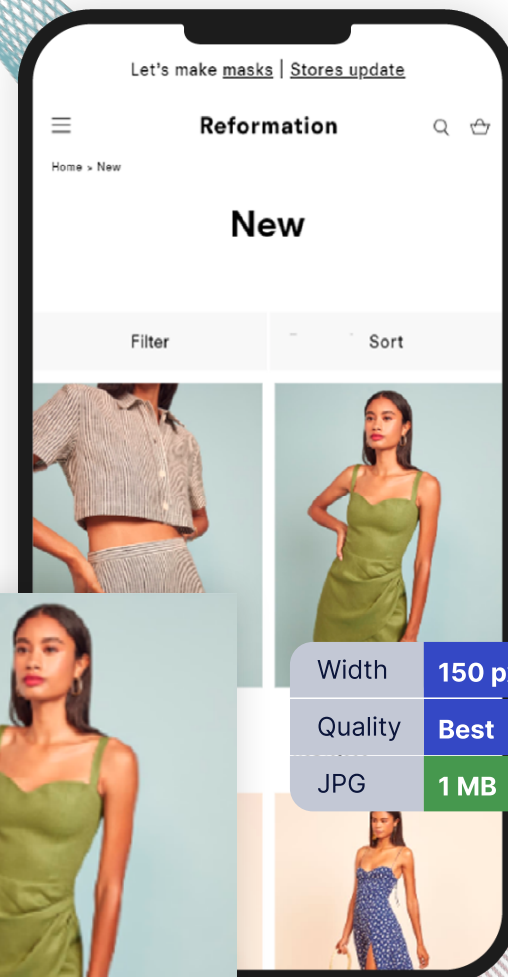
Page load times have a direct impact on user experience and can significantly influence website performance. Pages that load within 2 seconds have an average bounce rate of 9%, and pages that load in 5 seconds see their bounce rates skyrocket to 38%.

Google's Core Web Vitals, a set of user-centered metrics introduced by Google, has emerged as a key factor in determining the overall user experience. Today's search engines now prioritize websites that offer fast-loading and informative pages. These metrics measure website performance based on:

- **Largest Contentful Paint.** Measures the loading time of the largest element visible within the viewport of a web page. It indicates how quickly the main content becomes visible to users, providing insights into the page's perceived loading speed and overall user experience.
- **Interaction to Next Paint.** Measures the responsiveness of a web page by capturing the maximum time it took the browser to respond to any user interaction (such as a button click or link tap). It quantifies how responsive (or unresponsive) a page feels throughout the entire time a given user is using it, and is crucial for evaluating the user experience.

- **Cumulative Layout Shift.** Quantifies the visual stability of a web page during its loading process. It measures the amount of unexpected layout shifts that occur as content loads, ensuring a smooth and stable user experience by minimizing elements shifting unexpectedly, which could lead to accidental clicks or frustrating interactions for users.

Cloudinary's adaptive image delivery ensures that the right version of an image is delivered, taking into account device type, screen resolution, and network conditions. This eliminates unnecessary data transfer and improves Google Core Web Vitals metrics.



Width	1000 px
Quality	Best
JPG	12 MB

Width	150 px
Quality	Best
JPG	1 MB

Cloudinary Customer Stories⁺



GUESS

GUESS Reduces Page Load Time by 40%

"The ability to navigate the online store better, on both desktop and mobile, and view the products faster, either on the product listing or product detail pages, was a key component to the conversion improvements. Any improvement on the product detail page leads to a significant increase in conversions."

— Sasha Mattison, Senior Front-End Developer and UX Manager, GUESS

[Read Case Study →](#)



Reformation

Reformation Improves Google PageSpeed Score by 26%

"By switching to Cloudinary, we saw significant improvements in online store performance, particularly across mobile browsers. Our page load time is now 31% faster and bounce rate is now 67% lower. This resulted in a 26% higher Google PageSpeed score, which directly impacts our SEO ranking."

— Jessica Chappell, Director of Product Management, Reformation

[Read Case Study →](#)



Babolat

Babolat Improves Average Performance to 94% in Google PageSpeed Insights

With more than 5,000 product assets delivered as high-performing, responsive experiences, the benefits of Cloudinary are indisputable. Babolat has improved its average performance to 94% in Google PageSpeed Insights with successful audits of media formats and delivery times.

[Read Case Study →](#)

CHAPTER 5

Prebuilt Integrations, APIs, and SDKs

Companies adopt new systems to streamline processes, not complicate them. A tech stack that lacks interoperability adds to the chaos and costs. In fact, **billions of dollars are lost annually** due to wasted time navigating between multiple apps.

32

days per year
wasted navigating
between apps.

69%

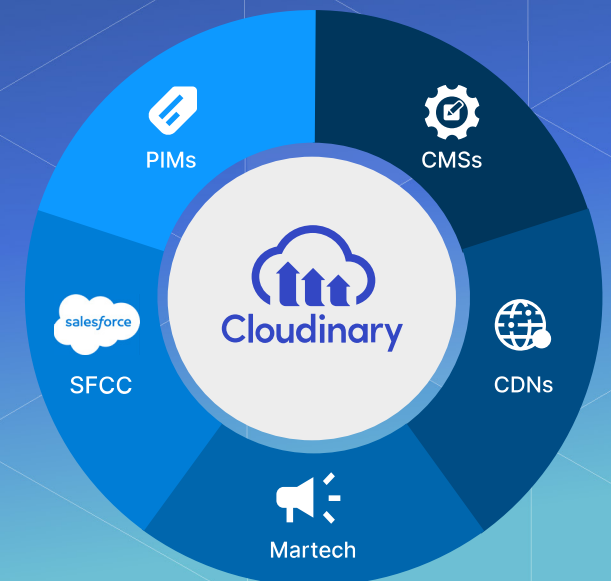
of workers waste up to
60 minutes per day jumping
between systems.

68%

of workers toggle
between apps 10x
each day.

Interoperability simplifies operations and empowers teams to work faster and increases the overall ROI of your tech stack, but you probably don't want to waste internal resources manually building an integration every time to add a new system to your tech stack.

Cloudinary offers an array of prebuilt integrations to expedite the interoperability of your tech stack and increase your time to value.



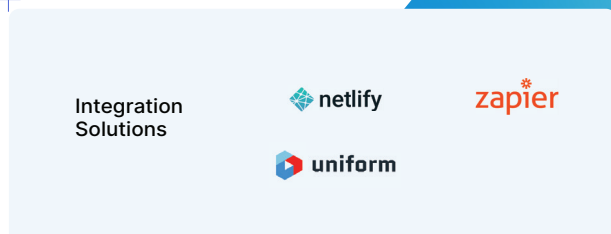
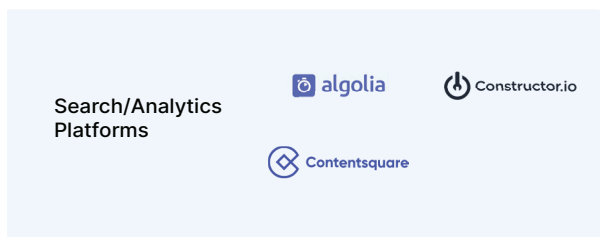
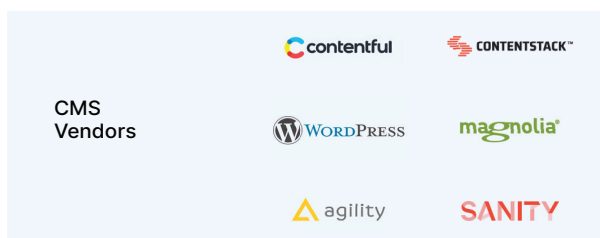
Easy Integration and Streamlined Workflows

Cloudinary is a developer-first company that built its platform around MACH principles: Microservices, API-first, Cloud-native SaaS, and Headless.

This approach gives SFCC customers the flexibility to integrate Cloudinary with the traditional [B2C Commerce solution](#) or the new [Composable Storefront for B2C Commerce offering](#).

Cloudinary also makes it easy to connect your preferred CMS, PIM, hosting platforms, integration solutions, search and analytics platforms with pre-built integrations, APIs, SDKs, and widgets.

With a highly integrated tech stack built around a single source of truth for images and videos, SFCC customers can more easily manage, transform, customize, optimize, and deliver modern visual experiences across every customer touch point.



Dune
LONDON

Dune Loves the Seamless Integration Between Cloudinary, SFCC, and Their CMS

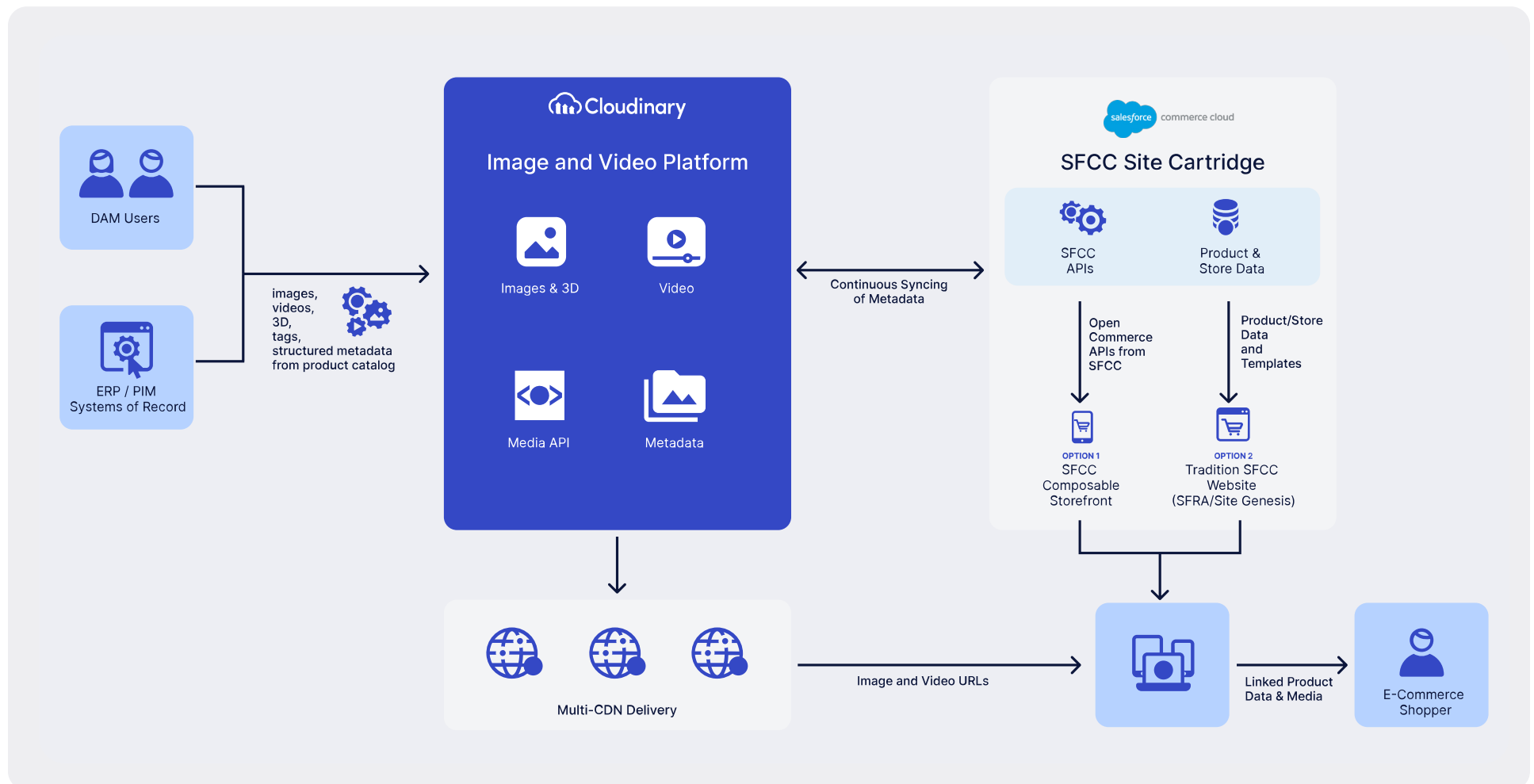
“Prior to 2020, we were on a bespoke, heavily customized web platform. During the pandemic, I took the bull by the horns and moved us to Salesforce Commerce Cloud. When we sought out a DAM, we chose Cloudinary because we knew it’d create a powerful integration for us with SFCC. Cloudinary gives all Dune London’s users and third-party partners access to the DAM so they can quickly serve themselves the image sets they need in a secure, role-based permissions manner. And it’s so easy to learn and use that most people can hit the ground running with little or no training.”

— Elaine Smith, Head of Digital Product, Dune

[Read Case Study →](#)

How the Cloudinary Integration Works With SFCC

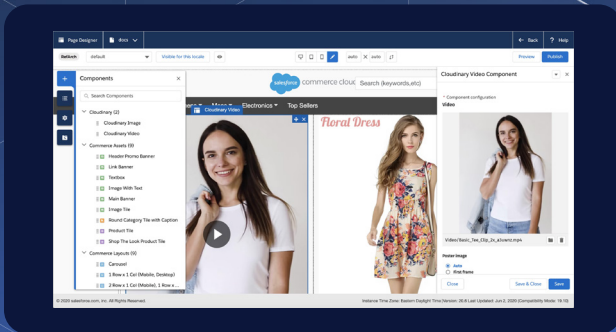
1. Install the Salesforce Commerce Cloud cartridge and necessary configurations.
2. Set up structured metadata in Cloudinary.
3. Create products in Salesforce Commerce Cloud.
4. Upload media to Cloudinary.
5. Add product-related metadata to assets in Cloudinary.
6. Modify your storefront templates using examples provided in the cartridge.
7. If using the Composable Storefront, integrate Cloudinary front-end components into the Salesforce Composable Storefront and deploy the headless storefront.



BONUS

6th Reason to Add Cloudinary

If you've read this far, you've earned yourself a bonus reason why Cloudinary can benefit the tech stack of SFCC customers: Improving the total cost of ownership of SFCC by integrating additional solutions with Cloudinary!



Salesforce Page Designer

Easily edit and retouch visual assets without the need for extensive coding knowledge or design experience.

[Learn More →](#)

Salesforce Marketing Cloud

Embed images from Cloudinary into web and email campaigns, enhancing the visual impact of marketing efforts.

[Learn More →](#)

These additional integrations unlock new dimensions of creativity and efficiency, enabling businesses to enhance their visual content and streamline marketing workflows. By leveraging Cloudinary's comprehensive set of tools, businesses can achieve a higher ROI on their Salesforce investments.

Dune
L O N D O N

Dune London Integrates Cloudinary With Page Designer for B2C Commerce

Cloudinary fits perfectly into Dune London's tech stack, working seamlessly with Salesforce Commerce Cloud which feeds the product detail page image carousels and manages all the images displayed there. Cloudinary's interoperability with their CMS and Salesforce Page Designer adds to their ability to deliver visual experiences at scale.

[Learn More →](#)



Ready to Learn More About Cloudinary?

Discover how Cloudinary can help you get more out of your Salesforce ecosystem and deliver a better experience for your e-commerce business. [Contact us](#) for a free demo of our next-gen, AI-powered image and video technology 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 \[www.cloudinary.com\]\(https://www.cloudinary.com\)](https://www.cloudinary.com).

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