

How Cloudinary AI Empowered 3 Leading Brands

Real Stories of Innovation and Impact With Cloudinary's GenAI and Machine Learning

The most successful brands rely on efficient processes and tools to manage and repurpose their visual assets. Whether they're created in-house, via a third-party, or purchased stock, the value of your visual assets is their reusability. As your brand scales, repurposing your digital assets will only become a more cumbersome and costly process — unless you have the right AI-powered automations in place.





e_gen_replace

Cloudinary AI: Generative AI and Machine Learning to Extend the Life of Your Assets

Cloudinary has been a pioneer in the GenAI space and applying AI to automate the asset lifecycle since 2012. Cloudinary offers practical, scalable AI-powered automations for image and video management for developers, marketers, the enterprise, and any use case.

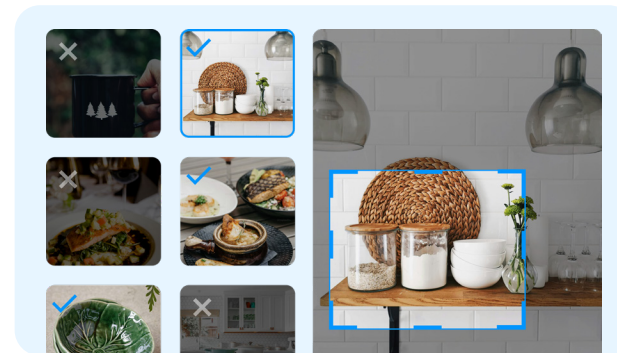
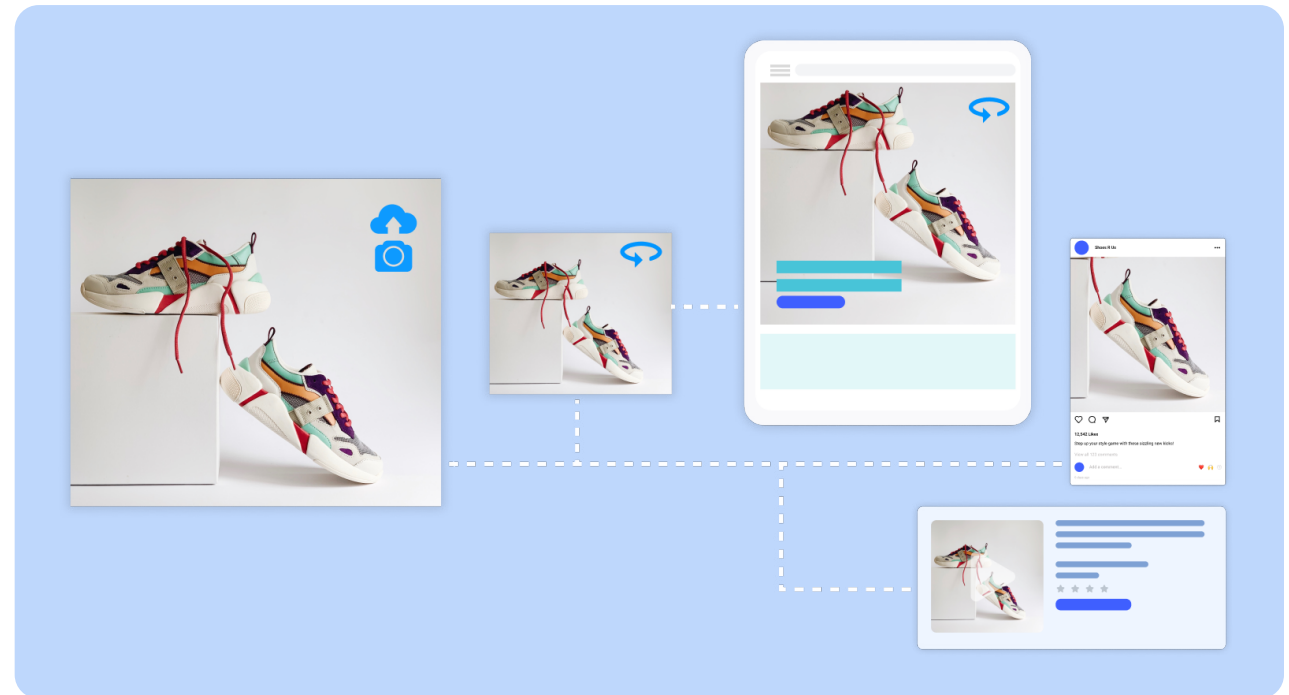
Automate asset repurposing. Cloudinary AI enables seamless repurposing of visual assets across multiple channels, eliminating the need for costly reshoots and reducing post-production time from hours to minutes.

Enhance image quality. With generative AI features like Generative Restore and Generative Upscale, images can be revitalized and resized without losing quality, ensuring every visual asset meets the highest standards.

Optimize user-generated content (UGC).
Cloudinary AI simplifies the moderation, curation, and normalization of UGC, ensuring that all user-supplied content is on-brand, safe, and engaging.

Boost productivity. 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.

Revolutionize video management. With features like smart cropping and intelligent video preview generation, Cloudinary AI optimizes videos for any device and aspect ratio, automatically keeping the focus on key subjects while creating engaging previews at scale.



Success Stories: Real Results From Cloudinary AI Customers

The following three brands partnered with Cloudinary to overcome their visual content challenges and achieved remarkable results with our platform's AI-powered capabilities.

Fever Finds Epic Growth With Cloudinary



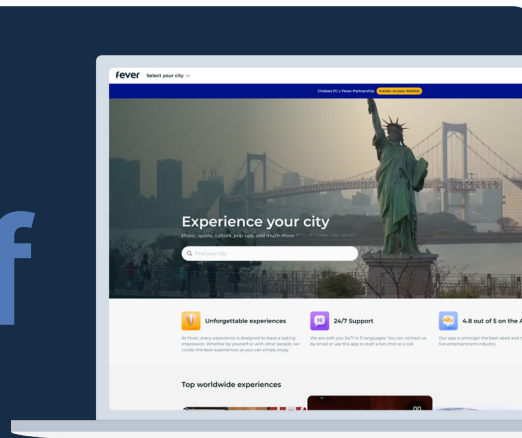
Manages 10,000 new assets

per month

Enables massive scale and global expansion with small internal team

Faster, fool-proof

asset search with AI-based auto-tagging



Seamless collaboration for 300 users in 80 cities globally

ABOUT Fever

Fever is the leading global live-entertainment discovery platform, helping millions of people every week to discover the best experiences in their cities, with a mission to democratize access to culture and entertainment in real life. Through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals, to molecular cocktail popups, while empowering creators with data and technology to create and expand experiences across the world. Since its inception in 2014, Fever has grown from being in three to now more than 80 cities across Europe, America, Asia, and Oceania and more than 800 employees worldwide. Fever also recently achieved

unicorn status following a \$227 million funding round led by Goldman Sachs.

Fever relies on impactful images and videos to attract its users to local experiences. When the COVID-19 pandemic struck the entertainment industry, the company used the time wisely to plan further global expansion while helping the organizers to create and adapt to a new reality during and post-COVID by making its experiences more accessible to a new range of customers around the world. Key to this was reworking its digital asset management (DAM) strategy with Cloudinary, which successfully met ambitious growth and the scale requirements. Since 2019, and despite the pandemic, the company has grown 10 times in revenue.

“Cloudinary is both powerful and user-friendly — a rare combination. It also has capabilities not found in other tools in the market. That’s why we would recommend Cloudinary to companies that are in a similar situation to ours.”

— Inés Fernández, Workflows and Automations Project Manager, Fever



THE CHALLENGE

Finding the Right Tool for Today and Tomorrow

Fever showcases and sells exclusively through its marketplace and depends on images and videos to attract new users, keep them engaged through the customer journey, and ensure they come back. For the biggest experiences and events, Fever creates specific, visual-rich landing pages that contain short videos, images and animations.

Inés Fernández, Workflows and Automations Project Manager at Fever, explains: “We have a detailed system. We have the website and several landing pages for our biggest experiences. The landing pages are the first point of user contact and critical for engagement throughout the customer journey.” Images and short videos play a critical role in promoting events in traditional and digital channels. They are “set to level the communication,” as Fernández put it.

Using tools like Google Drive worked for a time but wasn't scalable as the company grew. Fernández explains: “People were just organizing images and videos on their own personal drives. That made it very difficult and time intensive to

share the visual assets across different teams. A lot of visual material was lost in the process.”

Fever knew it needed an AI-powered DAM that could centralize and streamline its entire visual asset lifecycle, while offering seamless integrations with popular creative tools like Adobe Photoshop.

THE CLOUDINARY SOLUTION

Ease of Use, Intelligent Auto-Tagging, and AI Make the Difference

Fever carefully reviewed 15 DAM solutions before selecting Cloudinary, which met all its requirements. Fernández says: “Cloudinary was the only tool that supported the auto-tagging tools Amazon Rekognition and Google Auto-Tagging, which would allow us to execute data analytics in the back end to find out how each visual performs. Also for the detection of duplicates, many of the tools were only able to detect duplicates by name, not by the content as Cloudinary does. The final decision for Cloudinary solutions was a mix of all these features as well as the scale it supports.”

It took Fever just two months to onboard all the departments across all geographies. According to Juan Redondo, Growth Lead Marketing Optimization at Fever, “Key to our success was getting our creative team to stop using Google Drive on day one and start uploading all their visual material to Cloudinary instead. Then the rest of our users needed to switch to Cloudinary to access these assets.”

Because Cloudinary's AI automatically analyzes and tags visual content, it's much easier for users to search, browse and collaborate on media assets. Thanks to advanced AI-based auto-tagging tools, the days of lost assets in the depths of Google Drive are over.

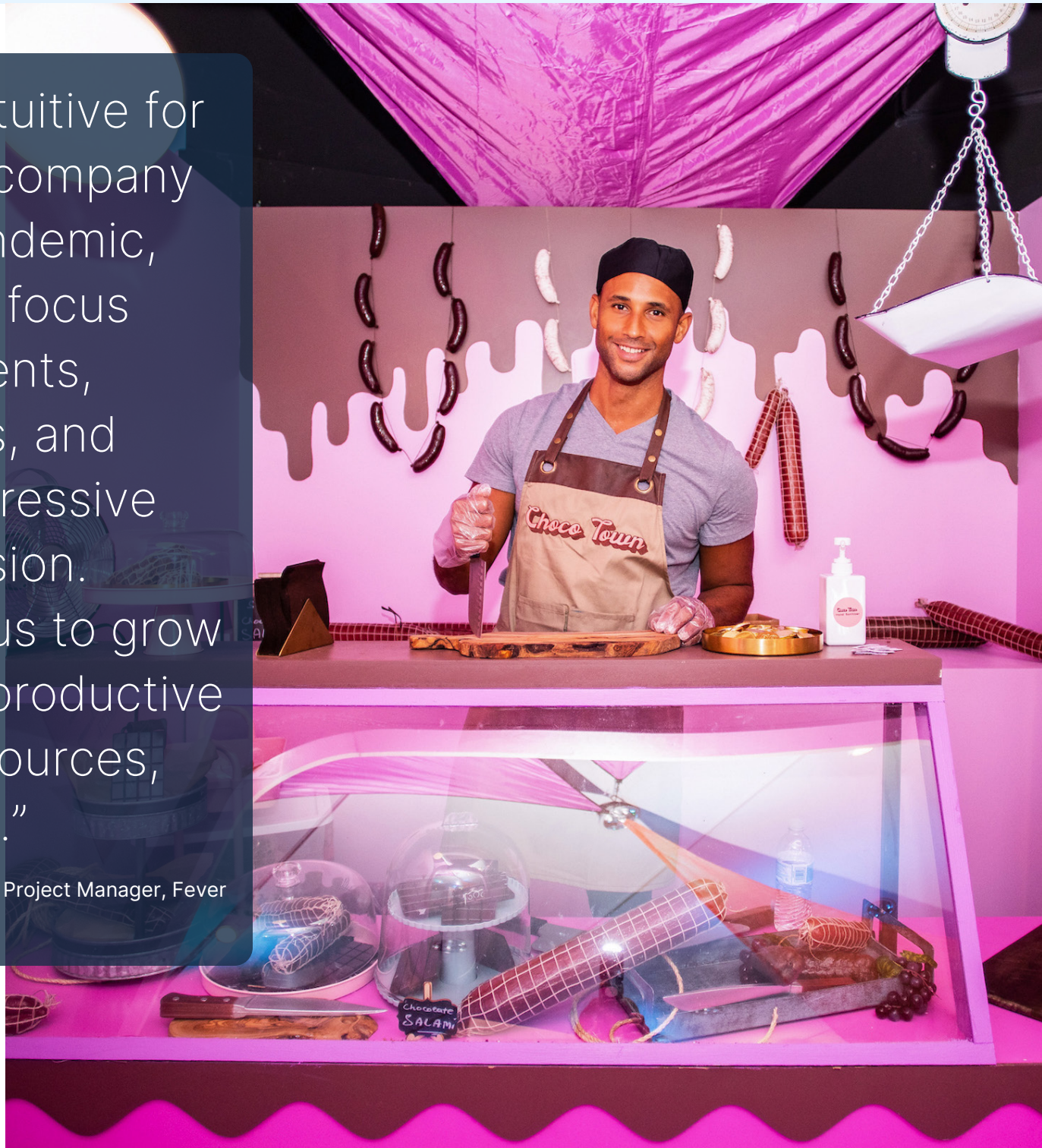
THE RESULTS

‘Epic-Scale’ Visual Asset Management

Fever's growth is no longer held back by its visual media infrastructure and can now manage this on an “epic scale.” It currently holds and manages more than 80,000 visual assets on Cloudinary and uploads around 10,000 more per month, and counting. More than 300 users around the world share assets in Cloudinary every day, saving considerable time and resources.

“It sounds counterintuitive for a social experience company to grow during a pandemic, but we were able to focus on more curated events, outdoor experiences, and then underwent aggressive geographical expansion. Cloudinary allowed us to grow faster and be more productive with our existing resources, including our people.”

— Inés Fernández, Workflows and Automations Project Manager, Fever



WingTai Asia Fashions Efficient Media Management Workflow With Cloudinary

ABOUT

WingTai Asia

WingTai Asia is a subsidiary of Wing Tai Holdings Limited, an investment holding company with a key focus on growth markets in Asia, with assets exceeding S\$4.5 billion. WingTai Asia's core business is in property investment and development, lifestyle retail, and hospitality management in key Asian markets. Currently, the company is rolling out e-commerce and brick-and-mortar stores selling brands such as Adidas, Cath Kidson, Topshop, and Cath Kidston, as well as a social commerce fashion site MoodRoom.com.

Roy Saadon, Vice President and Head of Product Technology at WingTai Asia, explains: "With modern technology and the likes of Amazon, Facebook, and Instagram leading the charge with their huge engineering resources, customers have a very high baseline for high-performance experiences. Since rich media is 80% of the page load, we needed a DAM that can deliver optimized, responsive experiences, in addition to efficiently managing digital assets."



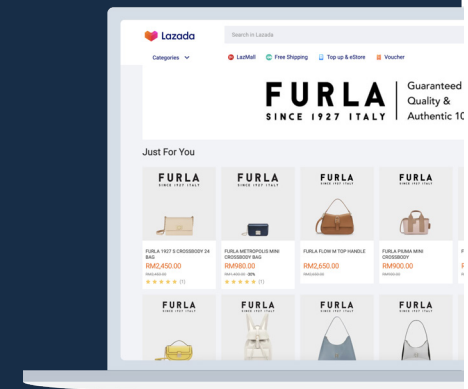
3x faster

process for launching new
product lines

Streamlined workflow with a single source of truth

70-80% reduction

in page load time



THE CHALLENGE

Image Management and Transformation for New E-commerce Sites

WingTai Asia is a licensed distributor or sole license distributor for many lifestyle retail brands, such as Adidas, Cath Kidson, TopShop, UNIQLO, which operates brick and mortar shops to sell these goods throughout Singapore and Malaysia.

The company began building a digital organization in 2018 to guide the launch of an e-commerce business for these retail brands.

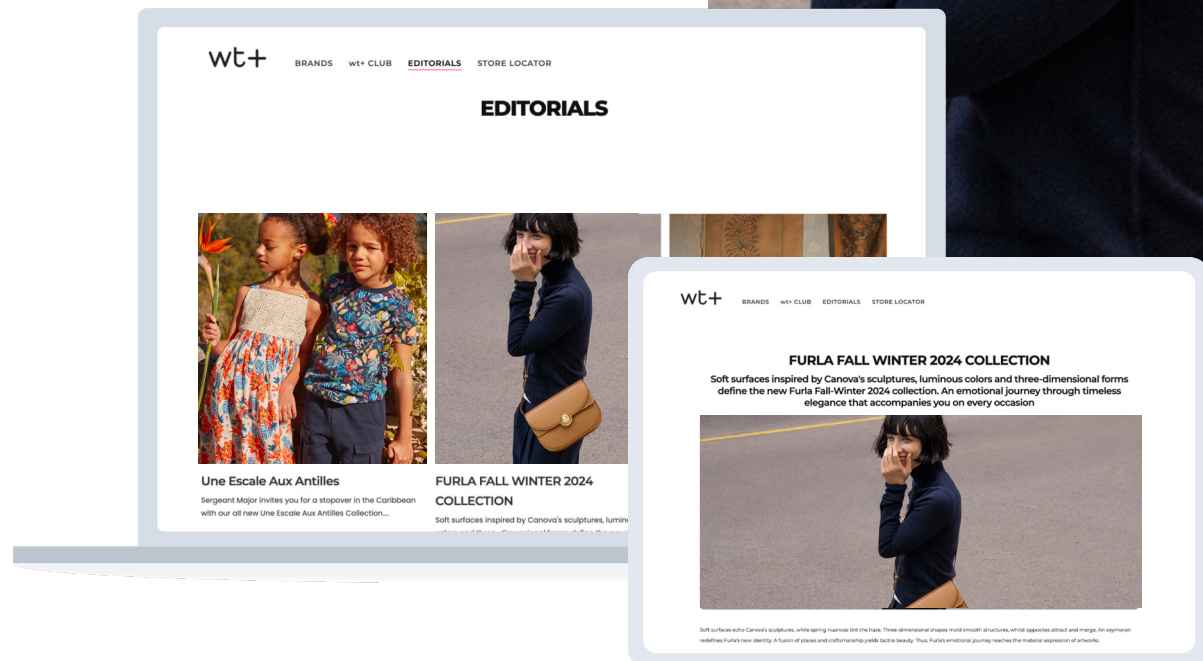
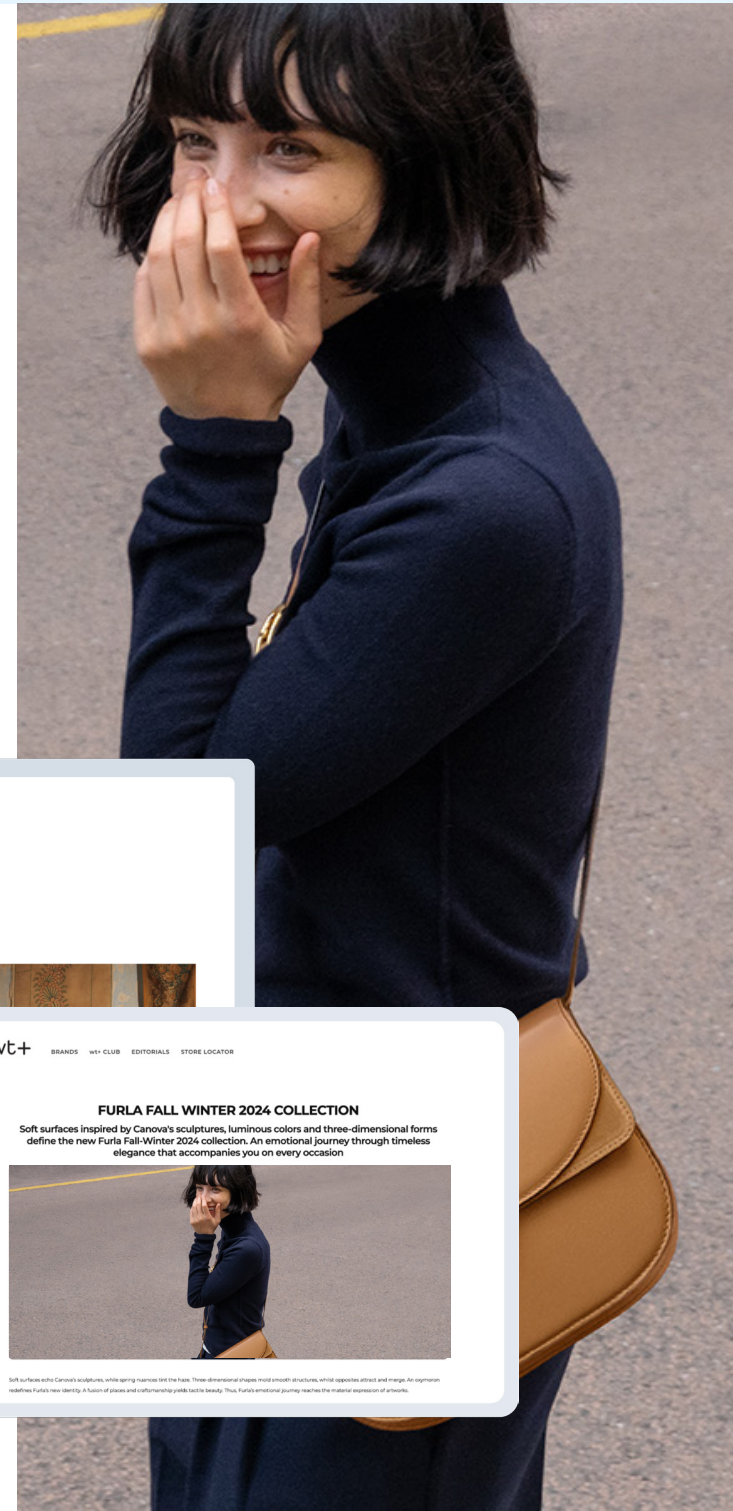
"While the online sales were expected to be just a small part of the business, the organization sought to make a long-term investment in creating an ecosystem that would support e-commerce for these brands," says Saadon.

At the same time, the company was developing a separate social commerce site called MoodRoom.com, designed to enable visitors to connect and discuss fashion trends, upload photos of their own outfits and then show visitors where they can buy similar styles.

Managing the thousands of media assets provided by the brands was labor-intensive, since each image needed to be downloaded, photoshopped, and then stored on individual team members' laptops, so they could be used for social, marketing campaigns, promotions or other purposes.

Saadon adds, "Because they worked on images locally, managing assets was a nightmare. We were constantly emailing images back and forth, modifying them and then emailing them back. And if assets were appearing in different places, you'd need to have many copies in different sizes, and optimize them for mobile devices."

Dealing with user-generated content (UGC) added another layer of complexity, because they needed to be sure that they could be displayed and tagged for search, and to align with products available for purchase.





THE CLOUDINARY SOLUTION

Efficient Workflow and Improved Organization

"We had two options. One path was to build it ourselves and the second was to find some ready-made solution in the market. Like anything in business and technology, there is the ROI consideration — DIY is heavy on resources but fits like a glove, and off-the-shelf is minimal on resources but likely not going to fit all your needs," says Saadon. "Surprisingly enough, we realized that you can get the best of both worlds with Cloudinary's rich feature set and the fantastic team behind the product, who are always willing to go the extra mile to work together with their clients to build a better platform for everyone."

In seeking a digital asset management (DAM) system to help organize images and other media, WingTai Asia selected Cloudinary

because "it offered an open platform, using APIs that gave us a lot of the operational efficiency issues in terms of coding around the platform, as well as flexibility for our developers," Saadon notes.

WingTai Asia manages a variety of media assets that come from various places. First, there are the images that the brands provide, uploaded by FTP, imported into Cloudinary, and matched with contextual content to create metadata around the assets. Then, there are images coming from freelancers and user-generated content that is destined for MoodRoom.com.

In the world of fast fashion, where each brand may have 2,000 items coming out as often as two to four times a year, WingTai Asia needed to

constantly update its sites with new images and identify them by SKU, the season, brand, color and other features. Cloudinary made it easy to tag each image, allowing brand managers to easily search for and quickly access the images when needed.

Cloudinary also enabled WingTai Asia to automate transformations, ensuring images were cropped and resized optimally and overlays were applied dynamically, depending on the use case and viewing device.

"It's very minimal work once the images are in Cloudinary. You don't need to retouch individual assets because transformations are applied automatically and you don't need to change anything to support responsive designs of the website because that also is applied automatically as part of the transformations."


— Roy Saadon, VP and Head of Product Technology, WingTai Asia



THE RESULTS

Keeping Pace With Fast Fashion

WingTai Asia can do more with less thanks to Cloudinary. With a conventional DAM and manual processes, it could take more than three weeks to get all the images ready and online, compared to just days with Cloudinary.

A photograph of two young girls standing in a garden. The girl on the left is looking down at a Bird of Paradise flower she is holding. The girl on the right is looking towards the camera. They are both wearing patterned dresses. The background is a lush garden with various plants and flowers.

“If you support multiple brands, without Cloudinary you would need an army of people to manage all the images of the products each season, since there’s a standard operating procedure about cropping, rounding corners, centering the face and making other changes. It’s not just about the amount of people you need, it’s also about how much time you’re investing in preparing the media to go live on the site and reviewing them for quality control.”

— Roy Saadon, VP and Head of Product Technology, WingTai Asia



Also, the reliance on tagging and metadata, and the ease of searchability in the Cloudinary system, takes a process that “was quite lengthy and manual and turned it into one that takes only a few minutes to find the right assets,” he adds. “When we were just using a file system, before moving to Cloudinary, this process was close to impossible.”

Plus, these features also make it easy for stylists to create new outfits to display using the current inventory. Instead of browsing through hundreds of tops and pants, they can easily find pieces of a certain color, fabric, or style.

Cloudinary also helped WingTai Asia look to the future, through AI and other technology on the product roadmap. “Let’s say tomorrow a new iPhone is introduced, and the form factor is different from other screen sizes,” Saadon notes. “Cloudinary eliminates the need to go and create a new version of every image to be optimized for that new phone. All we do is create a new transformation, and those iPhone users will automatically receive the asset delivered in an optimized, responsive way.”

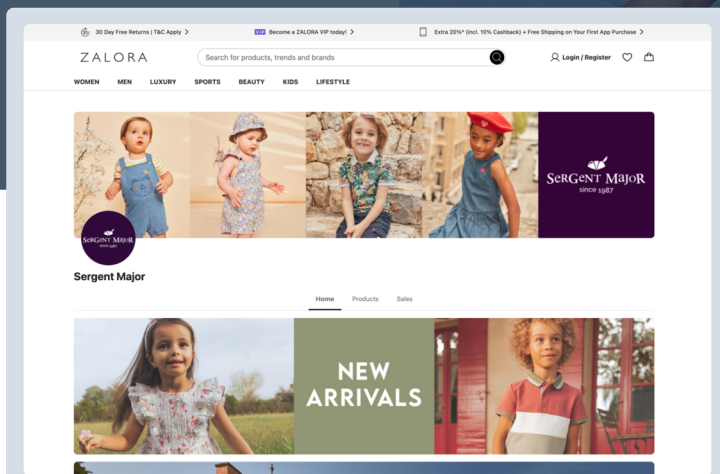
Saadon also appreciates the partnership that WingTai Asia has formed with Cloudinary. “Rather than treating us like just another customer,

Cloudinary seeks out what works for both sides, and shares its clear vision about the new product features and improvements that are coming in the future. This helps us think about new, exciting ways that we can expand our use of Cloudinary and be more innovative in our e-commerce sites.”

With Cloudinary, WingTai Asia now has the agility and flexibility to ensure that it can keep up with changing trends and technologies.

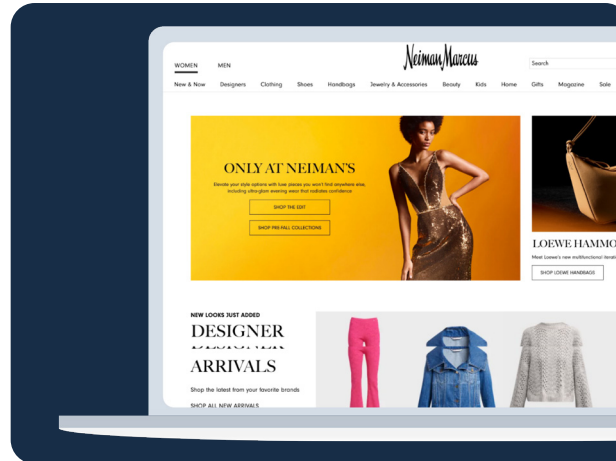
“Cloudinary is probably the best DAM solution in the market today for building, managing, and delivering responsive media experiences.”

— Roy Saadon, VP and Head of Product Technology, WingTai Asia



Neiman Marcus Reduces Photoshoot-to-Web by 50%

Neiman Marcus



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.

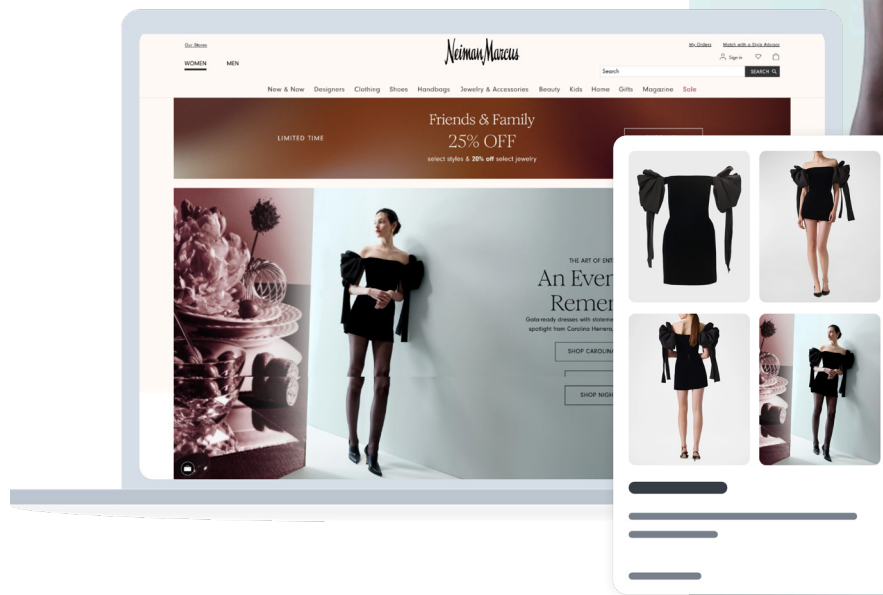
THE CHALLENGE

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.



THE CLOUDINARY SOLUTION

Achieving Scale by Putting Cloudinary at Its Core

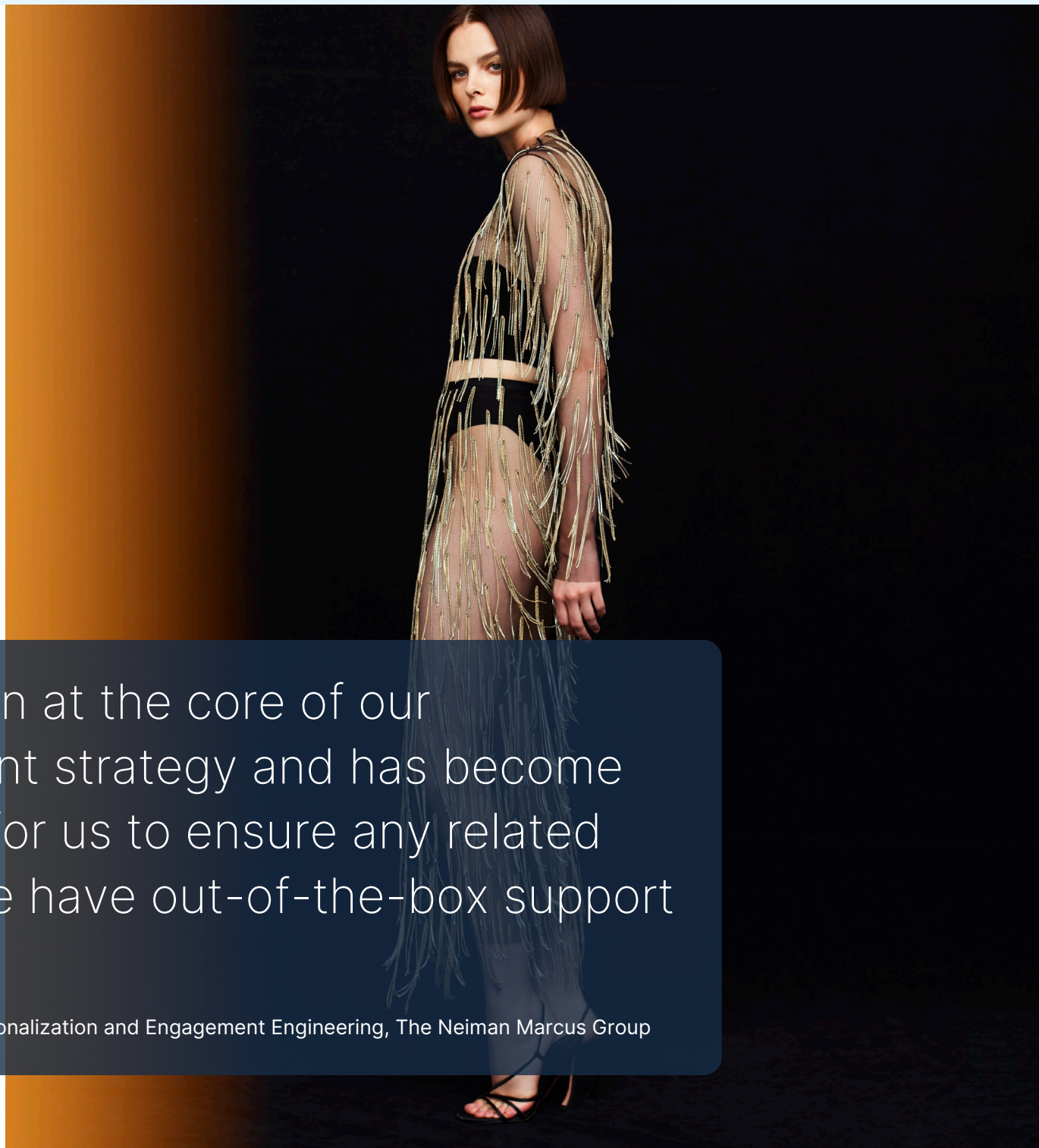
To take advantage of Cloudinary's AI-powered image asset management capabilities, Neiman Marcus placed it at the core of its digital experience transformation.

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



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

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



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 two million users and 10,000 customers, including Apartment Therapy, Bleacher Report, Etsy, Grubhub, Mattel, 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.

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