



CIO's Guide to Maximizing Profits With Cloudinary's AI-Powered Visual Solutions



Introduction

In recent years, artificial intelligence (AI) has emerged as a transformative force across various industries, revolutionizing traditional practices and enhancing efficiency.

As businesses strive to connect with their customers in increasingly personalized and impactful ways, AI-enabled technologies have become key to streamlining workflows, optimizing campaigns, and improving user experiences. In this eBook, we'll explain how the right AI-powered solution can:

- Transform and elevate the visual experience of your company's website.
- Improve productivity by automating creative workflows.
- Enhance page performance.
- Increase conversions.
- Reduce operating costs.
- Boost ROI.



Personalized,
High-Quality
Media Drives
Business Growth

In an online marketplace, driving sales increasingly hinges on delivering high-quality, personalized media at scale. Today's discerning shoppers use product images and videos to inform buying decisions, and their expectations of these visual assets extend far beyond what generic visual assets can offer.

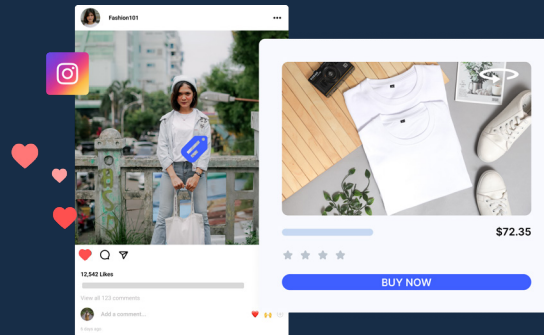
According to a recent Cloudinary shopper survey, 47% of customers who bought products from brands they didn't know credit their decision to user reviews that had images included; and 37% of consumers say viewing user-generated videos showing the product in use as a top priority before making a purchase, with 25% saying it's a must-have.¹

Perhaps even more salient is the cost of not including dynamic media on key product pages. That same survey found 30% of respondents indicated they returned products that didn't look the same as the website listing; and 46% reported abandoning carts of clothing/shoes because they were unsure if the items would fit.

Traditionally, the solution to these problems hasn't been an easy one. It required allocating significant business resources to the production of thousands of visual assets and their variations. Entire teams and technologies were dedicated to updating colors, sizes, angles, items, formats, backgrounds, and more, to ensure highly selective shoppers had all the information required to make a buying decision. Today, though, that process is changing for the better – for both businesses and consumers – with the help of AI.

47%

bought from an unknown brand
because of UGC images

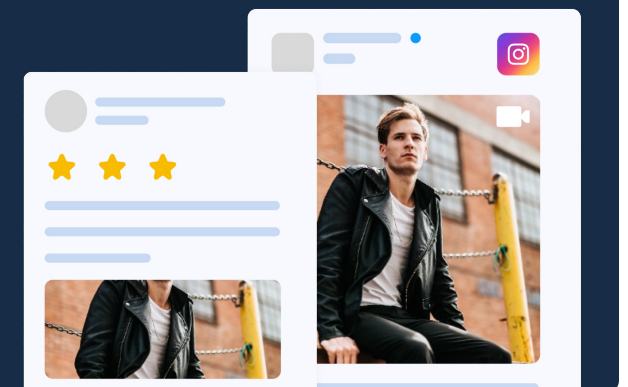


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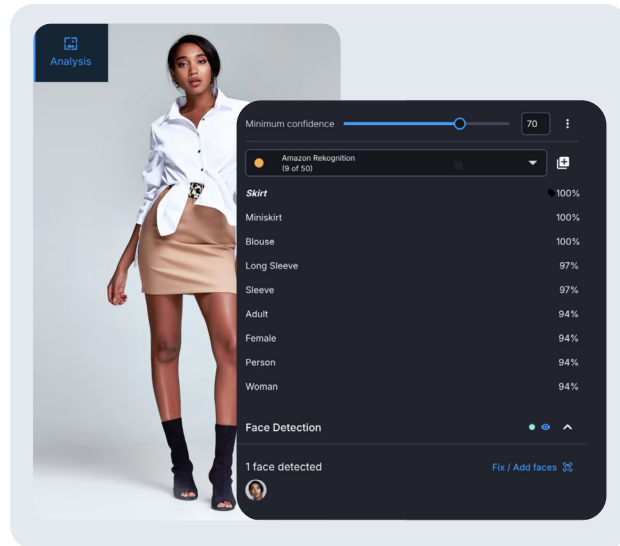


1. <https://cloudinary.com/blog/visual-media-reduces-returns-global-e-commerce-survey>



The Benefits of Using AI to Automate Visual Media Workflows

Old-fashioned methods of managing visual assets can drain company revenue and resources, stunting growth and impeding agility. AI can streamline and automate creative workflows, producing significant cost savings and freeing up resources to drive product innovation.



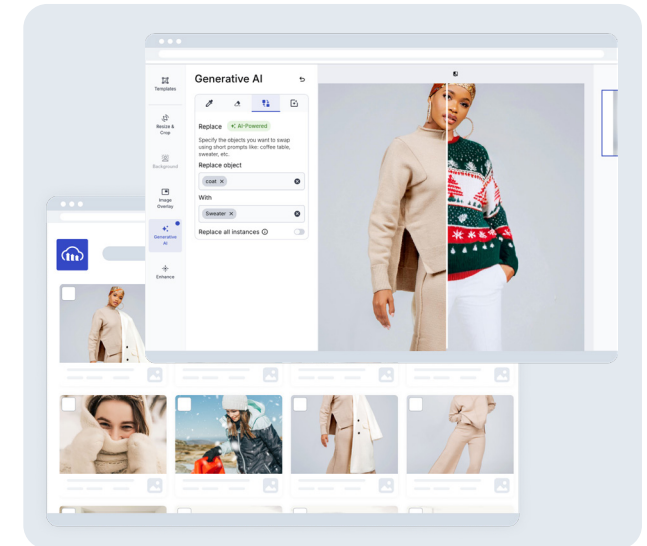
1. Increased Market Agility

AI enables businesses to simultaneously optimize visual assets while cutting the resources needed to traditionally manage them at scale. Without this resource cost, your business is free to reallocate efforts to more agile initiatives, empowering you to swiftly respond to market trends and adapt in real time.



2. More Versatile Visual Assets

As shopping environments grow with the increase in devices and platforms used to access the internet, teams are faced with the challenge of meeting consumer needs across a variety of formats, sizes, spaces, and scenarios. AI can help businesses tailor visual content to the user based on their shopping preferences. It can automatically fill backgrounds, enhance visual quality, and expand content to adapt to any format on any platform on the preferred device of the user. According to the Cloudinary DAM survey, 54% of DAM users want to automate the AI-powered asset modification process.²



3. A Vast Content Library Without the Hassle

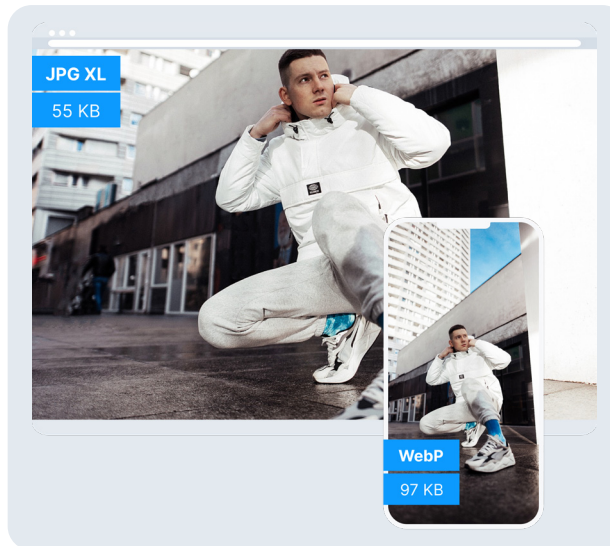
Over 50% of digital asset management (DAM) users say lack of resources prevents them from employing more visual assets across digital experiences. AI allows you to trade tedious manual edits across thousands of visuals for a host of universal commands you can use to optimize assets simultaneously. Its capacity to generate numerous variations of visual content from a single asset reduces the time and effort required for content creation while enabling you to rapidly scale your content library.

2. https://cloudinary.com/products/digital_asset_management/survey



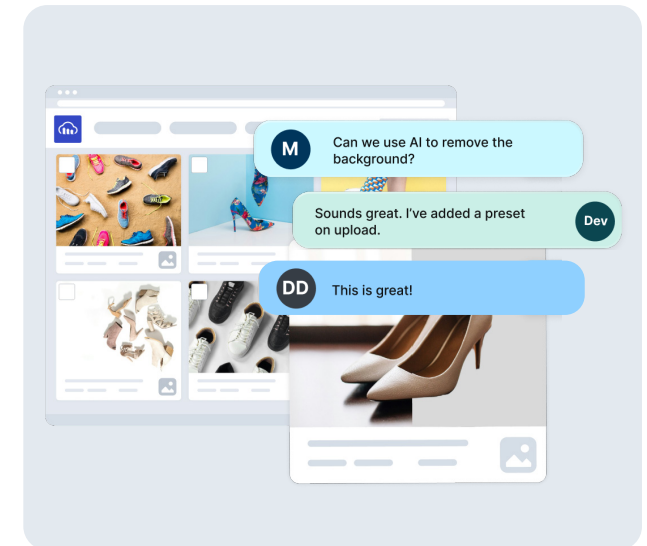
4. Better Personalization at Scale

Today's consumer doesn't just want to see your product's every angle, color, size, and use case – they expect to see it – which is why 47% of DAM users say they want to automate the asset personalization process. This variety provides your customers with key details that can help your business reduce abandoned carts and returns. AI allows you to develop as many variations of product media as your customers need, so they can feel confident that the product they'll receive is the one they see on your website.



5. Faster Page Loading Speeds

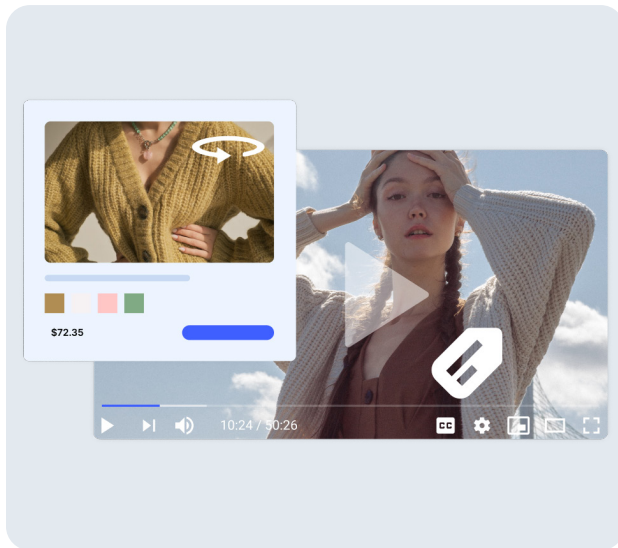
Page bloat caused by unnecessarily large or poorly formatted image files can significantly impact page load speeds, and the cost to the bottom line can be catastrophic. AI-enabled asset management tools can optimize media across all your web properties to ensure optimal user experience and better SEO. According to a Forrester report, using Cloudinary to optimize page load speeds through media optimization could result in a profit gain of \$1.7 million (for an organization of 4,000 with a revenue of \$1 billion and an operating profit margin of 15%).³



6. Streamlined Collaboration and Enhanced Efficiency

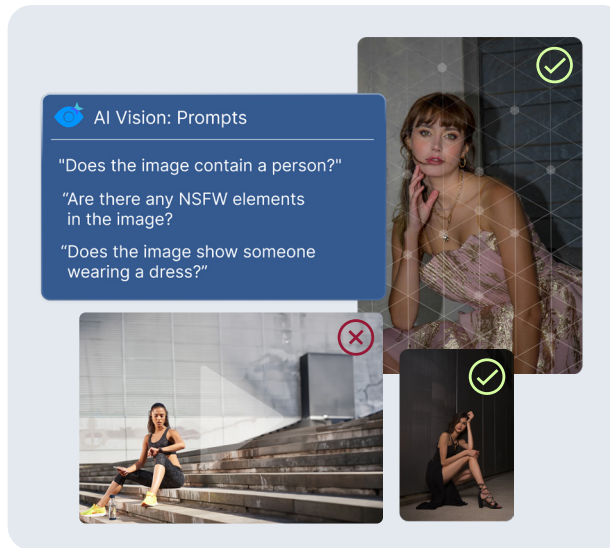
AI can centralize visual asset management, thereby streamlining collaboration among teams. This minimizes errors and enhances cross-functional productivity. By reducing duplication of efforts and improving communication, AI-driven collaboration ensures that projects are completed more efficiently.

3. <https://lp.cloudinary.com/gao.lp.forrester-tei-report.html>



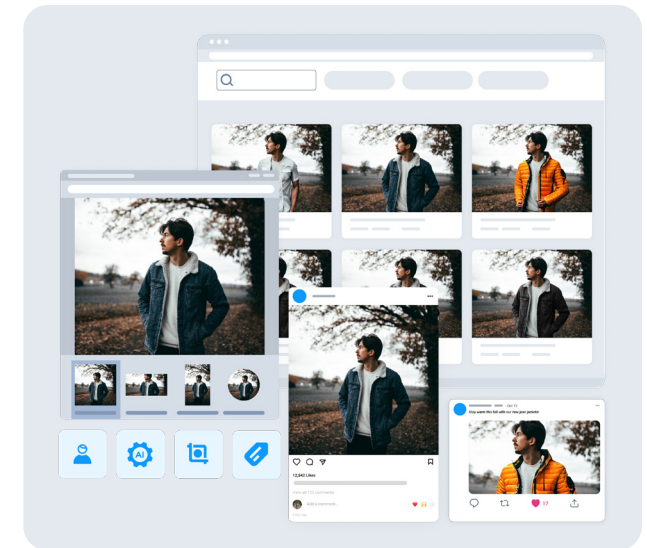
7. Improved Accessibility and Discoverability

With often large numbers of products for sale, it can be difficult to be sure that a consumer sees the right product. When used together with visuals, generative AI can play key roles here in making the perfect product fit discoverable to a potential customer. It's able to automatically generate relevant and compelling captions while maintaining accuracy, optimizing product and image tagging for SEO, and working in conjunction with an internal search function. When nearly 60% of DAM users see visual assets as key to SEO and market awareness, the value of generative here can't be overstated.



8. Better Brand Representation No Matter the Source

Too often, branded visual assets produced by non-company entities fall short of representing the brand at its best. The quality of user-generated content (UGC), for example, is dependent on a number of variables, like the user, the environment, and the device they're using to capture the product. AI allows businesses to take control of the UGC process by streamlining submissions, automatically moderating content, and enhancing or editing visual assets to ensure the brand is always represented in the best possible light.



9. Out With the Old, In With the New

Eliminating legacy technology and processes can further cut costs while enhancing the delivery of superior visual content to the end user. The Forrester report found that sunsetting old technologies in favor of Cloudinary's centralized solution could result in \$2.2 million in savings. A DAM platform powered by AI means no more siloed workflows, a centralized cost-efficient system, a significantly shorter time to production, and ultimately a more satisfied customer.

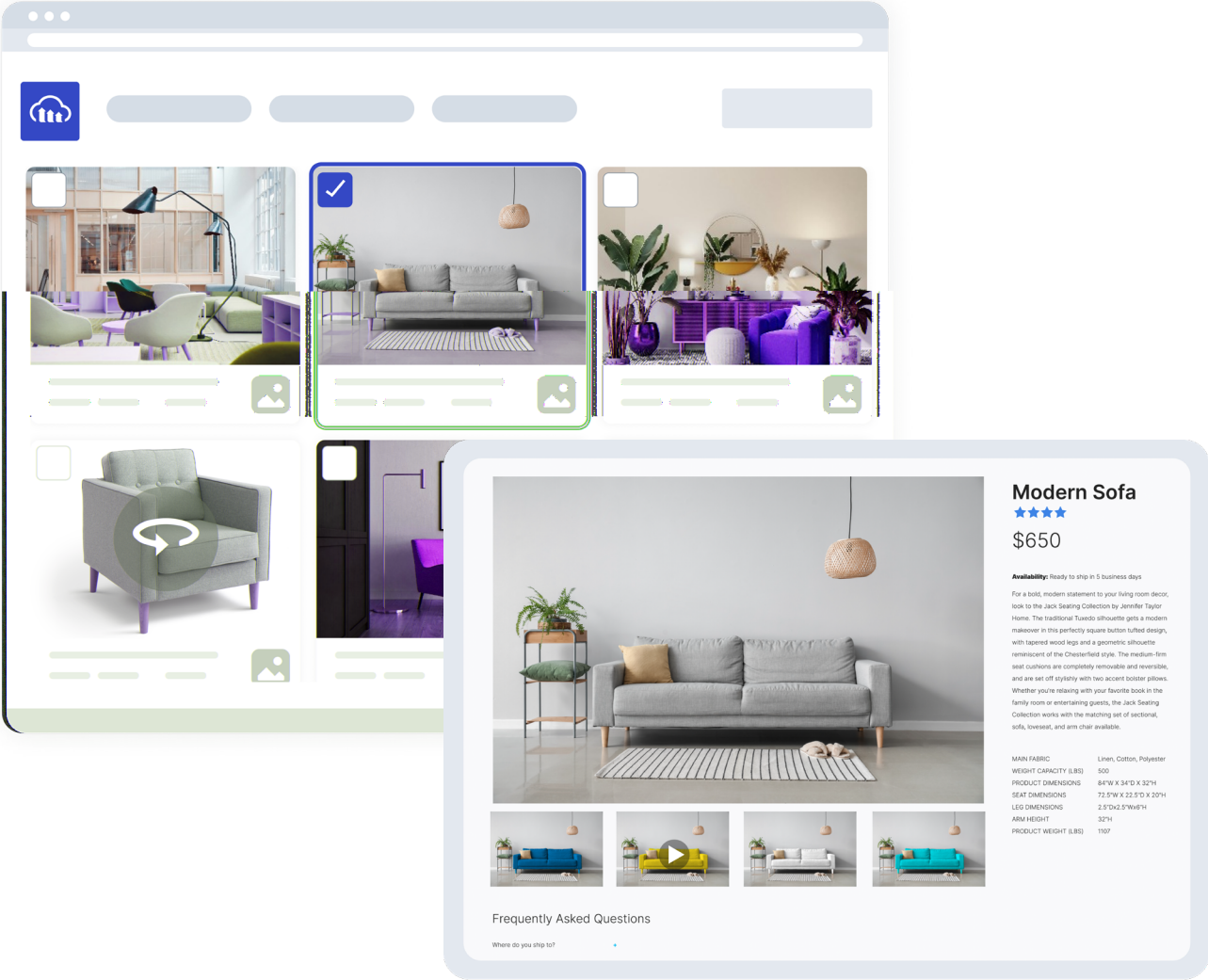


Clouddinary's AI-Powered Tech Delivers Powerful ROI

By prioritizing AI investments for their creative workflows, specifically in optimizing images and videos, companies can accelerate growth, increase conversions, and ensure sustainable innovation. The business impact is quantifiable in terms of improved efficiency and manifests in enhanced customer experiences, brand loyalty, and long-term revenue growth.

Harnessing the power of AI to optimize images and videos isn't just a strategic move; it's a financial imperative. Forrester reports that a business could expect an ROI of 203% after investing in Cloudinary's AI-powered solution.

CIOs and business leaders can drive this transformation, with support from Cloudinary as a trusted ally in realizing the value of your visuals and workflows. Cloudinary's AI-powered automations and advanced image and video processing capabilities make the fast, flawless delivery of visual experiences scalable and simple.





Ready to Learn More About Cloudinary?

[Contact us](#) for a demo of our next-gen, AI-powered image and video technology platform to discover how Cloudinary can help your business enhance efficiency and increase revenue.

[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).

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