

HOW CLOUDINARY WORKS WITH SHOPIFY

1) One-click sync of media files to Cloudinary

The seamless integration of Cloudinary Programmable Media within the Shopify admin enables one-click upload of images, video and metadata to the Cloudinary media library creating a single source of truth for all product media.

2) Sync Product Metafields

Product metafields are created in Shopify with information about the product's media that is stored in Cloudinary. These metafields are then used later (in step 4) and will also facilitate any custom theme changes that may be needed.

3) Incorporate Cloudinary code snippets in Shopify templates

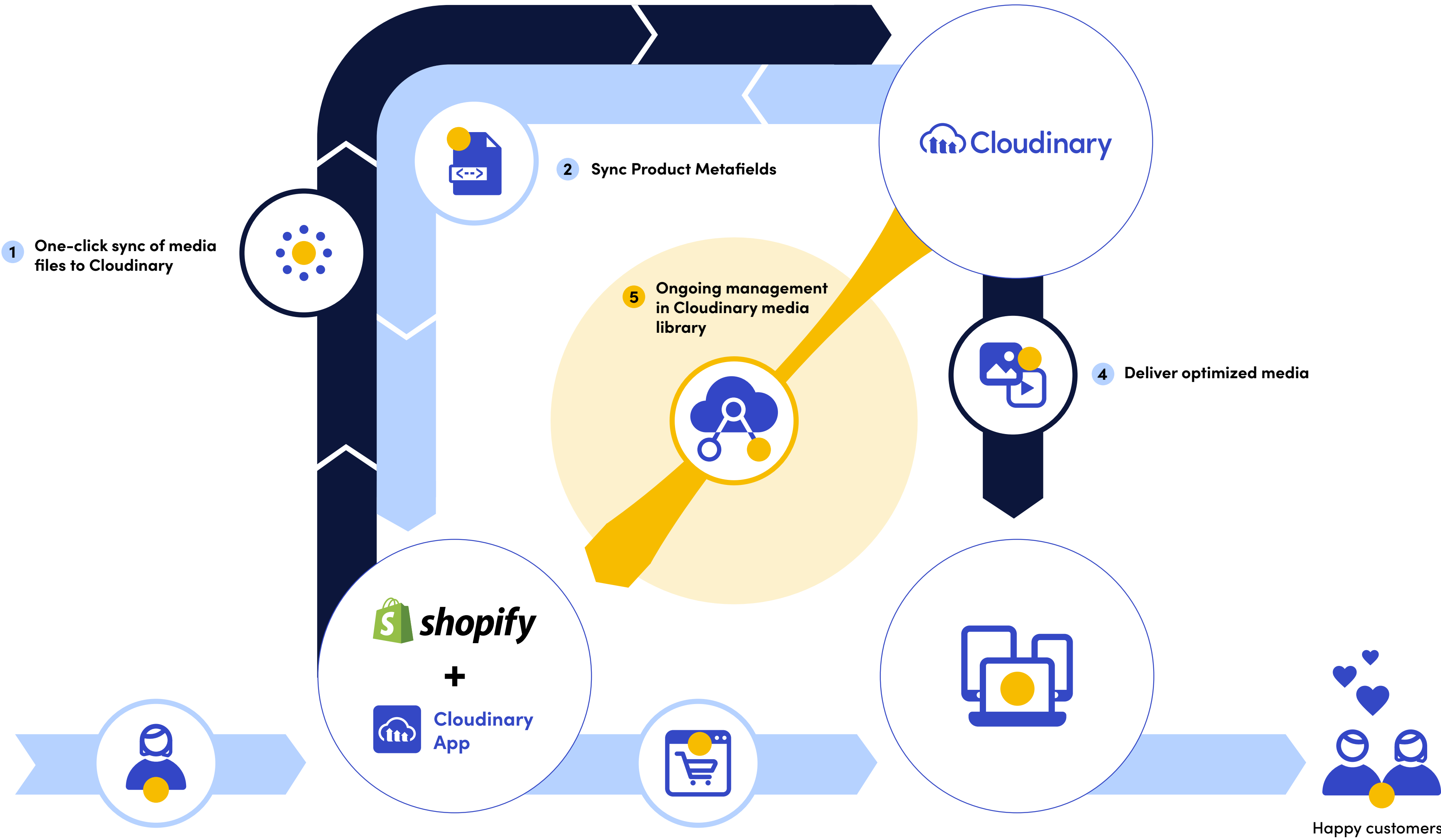
Cloudinary snippets are added to your theme when the app is installed. Modify your theme by using these snippets to automatically display responsive images and videos and take advantage of advanced functionality like our customizable product gallery.

4) Deliver optimized media

Automatically optimize media for format, quality and responsiveness across all devices and for each individual user.

5) Ongoing management in Cloudinary media library

Upload all future product media to Cloudinary media library to ensure a single source of truth repository. Access the media library within the Shopify admin and assign media assets to your new product using the Cloudinary app extension. Product metafield synchronization happens automatically.



Product media files are uploaded to Shopify by E-comm/ Content Manager

3 Incorporate Cloudinary code snippets in Shopify templates

Happy customers