

# Better Together: Cloudinary + Shopify

Optimize visual experiences to accelerate conversion and revenue



Merchants can now access the power of Cloudinary Programmable Media directly from within Shopify, the all-in-one commerce platform to start, run, and grow a business.

Through an easy to implement app, Shopify merchants expand their rich media tool set with capabilities developed by Cloudinary, an industry leader who set the standard for real-time transformation and delivery of images and videos everywhere.

Cloudinary's powerful rich media workflows, automatic, intelligent media optimization and enhanced editing tools for modern shopping experiences reduce tedious work, free teams for higher value activities and increase Shopify conversion and revenue.

## Cloudinary Reduces File Size and Speeds Page Load Times

### Compress Videos in Shopify up to 77% with Cloudinary

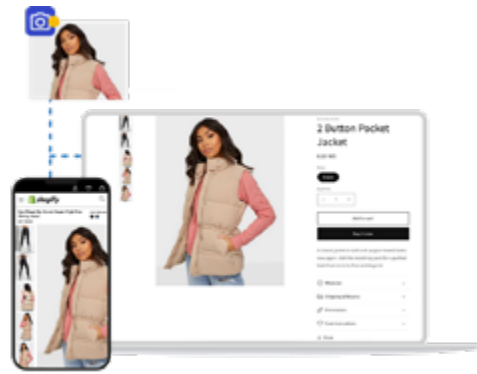
Optimize Shopify video experiences with Cloudinary for quick playback, seamless seeking, and no buffering.



# The Benefits of Integration

## Seamless media workflows that speed experiences to market

Create once and publish across customer touchpoints and stores—no extra copies or uploads and easy editing and republishing with intelligent automation.



## Intelligent optimization of product images and videos

Improve performance of product detail pages and collections with automatic delivery of best file format, smallest size and highest quality based on browser and device.

## Support for modern file types

Ensured support for emerging image formats including f-AVIF; video codecs including VP9 and HEVC; and video formats including WebM.



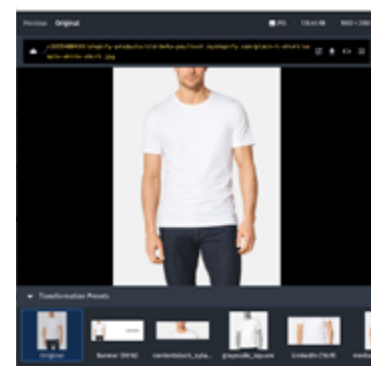
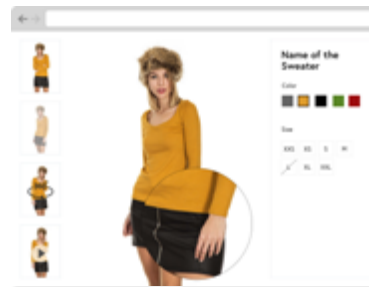
132.6 KB



91.16 KB

## Enhanced rich media editing tools

Access to Cloudinary editing tools that automatically resize, crop and transcode images and video using content-aware AI to fit any design or layout.



## No-code custom product galleries

Create custom galleries that ensure brand consistency and save time on development.

## Powered by Cloudinary and Shopify



Visit [cloudinary.com/shopify](https://cloudinary.com/shopify) for more information

## About Cloudinary

Today, visual media determines the user experience of your website or app and can lead to high engagement and conversions, whether that's a retail sale, a download, a click to learn more, or a social-media follow. Whatever you define as a successful outcome of a digital experience, hyperautomation can make that happen more quickly and consistently. So, stop spending time manually creating asset versions and start building an engaging media experience.

With Cloudinary, you can store, transform, optimize, and deliver all your media assets—images, videos, and the like—with easy-to-use APIs, widgets, or user interface.

For more information, visit [www.cloudinary.com](https://www.cloudinary.com).

