

Video API

Creation to delivery in minutes with AI-driven automation

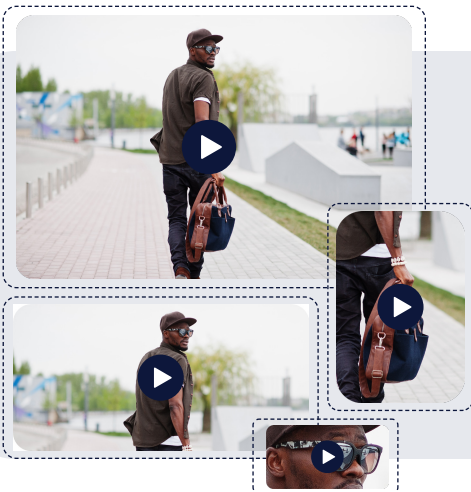
Automate your entire video workflow from upload, management, customization, and delivery to any device or channel

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

Increase conversion up to **45%**

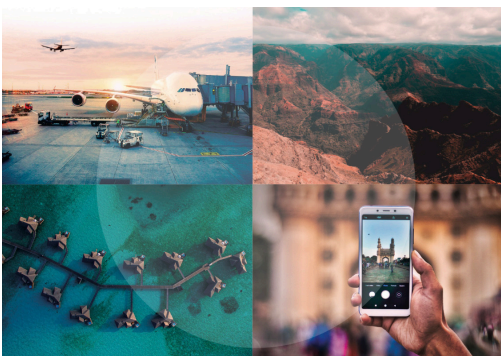


Get videos to any touchpoint faster

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

Deliver videos in **minutes** vs hours



Deliver an engaging experience

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

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

Increase engagement up to **25%**



AI-driven automation — from creation to consumption



Analysis

Tagging,
Moderation,
Transcription.



Editing

Crop, Trim,
Overlays,
Effects



Generation

Previews,
Image to
video/GIF,
Localization



Optimization

Quality,
Formats,
Codecs,
Adaptive Bitrate
Streaming



Delivery

Built-In Video
Player, Product
Gallery Widget

Video Core | Upload, Storage, Management

SDKs | **Widgets** | **Pre-built Integrations**

Flexible and Composable

Build a sophisticated video workflow with extensible APIs and webhooks that make it easy to integrate with existing and evolving applications in your technology stack

Global brands deliver captivating videos with Cloudinary



Etsy



Reformation



About Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With 60 billion assets under management and nearly 10,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to manage, transform, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Minted, Peloton and Petco are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions. For more information, [visit www.cloudinary.com](https://www.cloudinary.com).