

The Clouinary Connector for Akeneo

Deliver engaging user experiences with consistent, high-quality, on-brand product information and rich media

In today's hypercompetitive world of digital commerce, immersive and life-like shopping experiences with optimized and high-fidelity media boost conversions. Accomplishing that for all touchpoints at scale requires smooth, timely cross-team collaboration: designers who update product information and marketers who embellish it with imagery and video. Effective tools and a transparent, reliable process make a world of difference.

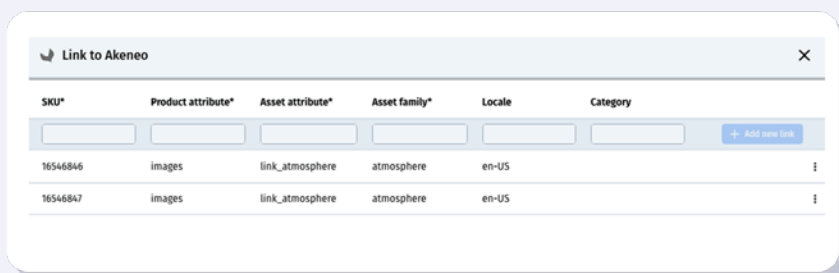


Image Linking

The Clouinary Connector

Clouinary's Digital Asset Management solution (Clouinary DAM for short) offers these innovative features for managing media assets:

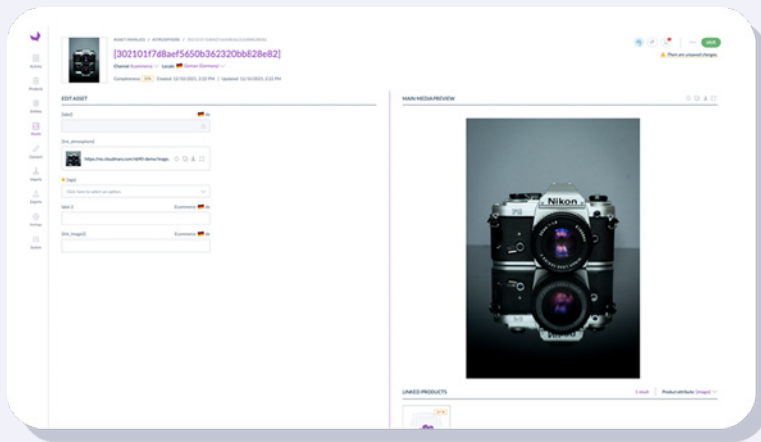
- Efficient and rapid upload
- AI-based content analysis
- Cross-team collaboration
- Full control of metadata
- Advanced search
- Folders and collections for access control and collaboration
- Dynamic transformations of imagery and video
- Extensible APIs for integrating with existing workflows

Integrating Clouinary with Akeneo PIM links Clouinary DAM with Akeneo, seamlessly connecting your media assets on Clouinary to your products in Akeneo. Instantly available are three key capabilities:

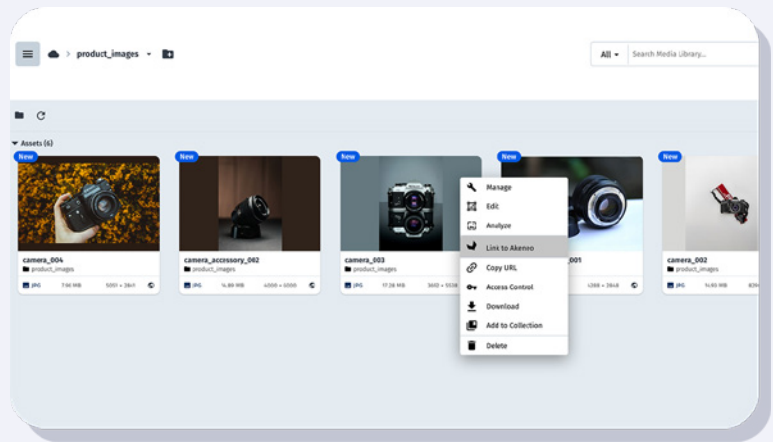
Extension of management capabilities. Optimize and transform media.

Linking of assets in bulk. Programmatically link media assets in bulk to products through asset tags, saving time and effort.

Preview of linked media. See at a glance in Akeneo Asset Manager Clouinary-stored media assets linked to products.



Editing an asset



Linking to Akeneo

Seamless Connections

Three ways in which to connect Akeneo to Cloudinary:

Individual asset links to Akeneo. Link your products' media assets through Cloudinary DAM with the relevant products in Akeneo to efficiently and effectively manage media.

Bulk asset links to Akeneo. Link your products' media assets in bulk to Akeneo by means of Cloudinary APIs and tags—a huge convenience.

Cloudinary's Media Library's extension for Chrome. Manage media assets with Cloudinary DAM and link to them from Akeneo.

Cloudinary and Akeneo

Both Cloudinary and Akeneo are outstanding tools for managing media, notably for digital commerce. Our new Akeneo app as an integral part of the Cloudinary DAM makes for sound, efficient division of labor: management of assets with Cloudinary and management of product data with Akeneo.

The Cloudinary-Akeneo PIM integration is available for the Akeneo Enterprise Edition only.

Questions? Write to support@cloudinary.com.

For details on Cloudinary and its Knowledge Base, visit the platform's [Support page](#).



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.

