

# 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

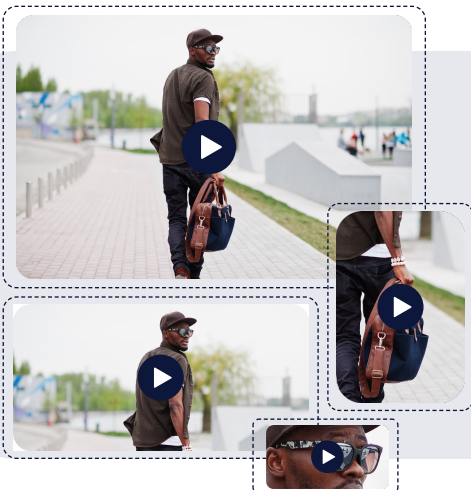
## Automatically optimize performance

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%**

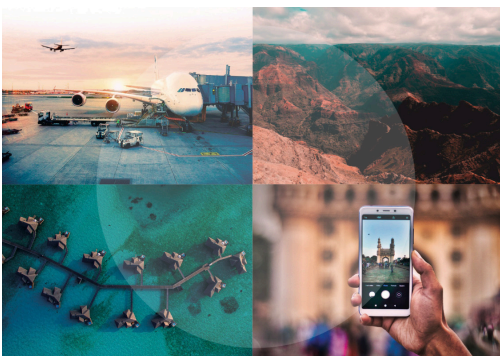


## Get videos to any touchpoint faster

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).