



CONTENTFUL SOLUTIONS

Contentful + Cloudinary

Headless CMS seamlessly integrated with rich media management



Engaging visual experiences are a core part of compelling content. With the complementary API-first approach of Cloudinary and Contentful, you can future-proof your stack with your preferred development frameworks and platforms. Deliver more consistent experiences; seamlessly integrate your CMS, media management solution and DAM solution into one flexible, headless stack.

Contentful customers can manipulate and optimize Cloudinary rich media assets in real time from within the Contentful user interface. Using Contentful's App Framework and Cloudinary APIs as a programmable media management solution or as a headless DAM, customers can deliver optimal end-user experiences to every browser, device and channel. The joint solution is a perfect fit for companies looking to incorporate cloud-based solutions into their existing digital experience ecosystem. It also helps simplify and scale the management and delivery of business-critical images, videos and other rich media assets.

BENEFITS



Agility

Design, build and iterate on digital products and experiences faster



Engagement

Build engaging digital experiences to increase user retention and decrease churn



Flexibility

Customize a tech stack built with your preferred development frameworks and platforms

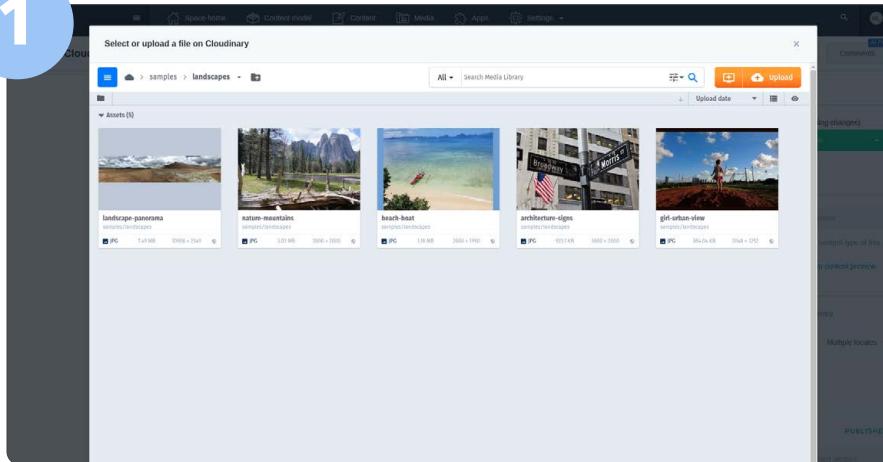


Integration Steps

After you've installed the [Cloudinary app](#), you can easily reference assets hosted on Cloudinary directly inside the Contentful web app.



1

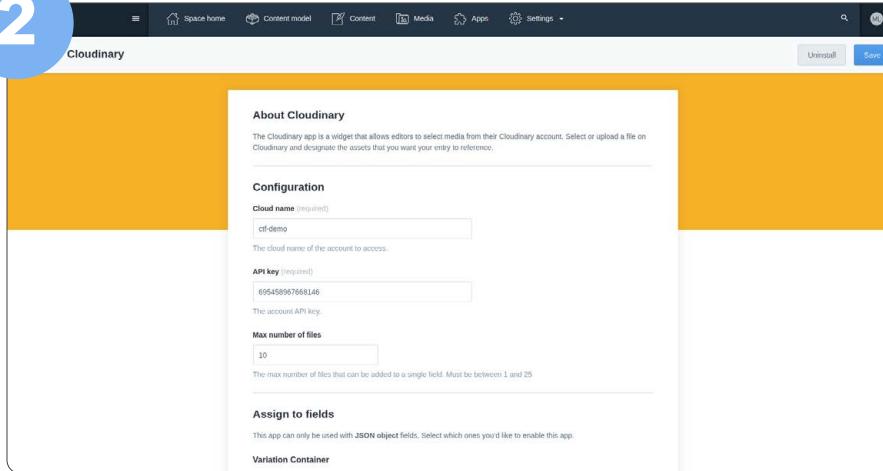


INSTALL

Under Configuration, provide your Cloudinary cloud_name and corresponding API key in the respective fields. By changing Max number of files, you can also limit how many individual files users can select in a single field.

Under field assignment, select the content type fields that you want this app to be used for. Please note that only compatible fields of type JSON object are displayed here.

2



CONFIGURE

Click Install to finish the installation and save the configuration.



3

The screenshot shows the Contentful interface for the 'Cloudinary Images' entry. The left panel contains fields for 'Title' (Cloudinary Images), 'Image' (with a placeholder 'Select or upload a file on Cloudinary'), and 'Tags' (flowers). The right panel displays the entry's status as 'Published (pending changes)', with a note about last save time and preview options.

HOW TO USE THE APP

To reference an asset on Cloudinary from your entry:

- Click Select or upload a file on Cloudinary
- Select the assets in Cloudinary using the dialog
- Click Insert

The screenshot shows the 'Select or upload a file on Cloudinary' dialog. It lists five images: 'Landscape-panorama', 'nature-mountains', 'beach-beach', 'architecture-signs', and 'girl-urban-view'. The 'Insert' button is highlighted in orange at the bottom of the dialog.

Previews of your assets will now appear in your entry.

The screenshot shows the Contentful interface for the 'Cloudinary Images' entry. The 'Image' field now displays two thumbnail previews of the selected assets. The right sidebar shows the entry status as 'Published (pending changes)'.



4

The screenshot shows the Clouddinary web interface. A large blue circular callout in the top left corner contains the number '4'. The main window displays a file named 'ovmdbtidue0jhzyip659' with a preview of the Golden Gate Bridge. A toolbar at the top includes 'Edit image' and 'Transform' buttons. Below the preview, there's a comment section and a 'Be the first to comment' button. At the bottom, there's a 'Transformation Presets' section with five options: 'Original', 'Banner (tall)', 'Banner (wide)', 'Circle', and 'Sharpened'. The 'Banner (tall)' preset is selected.

HOW TO TRANSFORM AN IMAGE

Click on the wrench icon on any of the assets in Clouddinary, and that will open the view that provides transformations.

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Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With more than 40 billion assets under management and 7,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Grubhub, Hinge, Lyft, NBC, Mediavine, Peloton, Petco and Under Armour 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



Contentful, the leading content platform for digital-first businesses, enables 28% of the Fortune 500 and thousands of global brands to quickly assemble and deliver digital experiences for their customers across any channel. With greater speed and scale than traditional CMSes, Contentful unifies content in a single hub, structures it for use in any digital channel and integrates seamlessly with hundreds of other tools through open APIs. Companies like Telus, Alpro, Clover, Intercom, Chanel and many others rely on Contentful.

Visit www.contentful.com