aws marketplace

Cloudinary

Reviews, tips, and advice from real users

Powered by PeerSpot

Contents

Product Recap . . . . . 3 - 4

Valuable Features . . . . . 5 - 10

Other Solutions Considered . . . . . 11 - 13

ROI 14

Use Case . . . . . 15 - 17

Setup . . . . . 18 - 20

Customer Service and Support . . . . . 21 - 23

Other Advice . . . . . 24 - 27

Trends . . . . . 28 - 29

About PeerSpot . . . . . 30 - 31

©2026 PeerSpot, All Rights Reserved

Product Recap

Cloudinary

Cloudinary Recap

Cloudinary provides a comprehensive API for image transformation, offering easy integration and a user-friendly interface. With automated asset optimization and robust media management, it enables seamless image storage and retrieval, making it a preferred choice for websites and applications.

Cloudinary is a leading platform in image management, featuring tools for image transformation, storage, and hosting. Its user-centric design simplifies processes like automated image optimization and media validation. Users benefit from a versatile CDN and a generous free tier, facilitating efficient development and deployment. The ability to handle image uploads and retrievals without complex configurations aids in quick time to market, while intuitive search and manageable media organization enhance user experience. Despite its strengths, users call for improvements in user-friendliness, API functionality, and clearer documentation. Pricing remains a concern, and additional advanced AI capabilities for image generation are desired. There's interest in better video hosting and integration with existing storage solutions.

What features does Cloudinary offer?

- **API for Image Transformation:** Offers broad capabilities for customizing images.
- **Automated Asset Optimization:** Ensures images are delivered in optimal formats.
- **Media Validation:** Verifies media integrity and quality.
- **Intuitive Search:** Allows easy retrieval of media assets.
- **CDN Power:** Boosts content delivery speed globally.

What benefits do users find in Cloudinary?

- **Seamless Development:** Facilitates quick development and deployment.
- **Efficient Image Management:** Simplifies image storage and retrieval.
- **User-Friendly Interface:** Aids in easy platform navigation.
- **Time-Saving Processes:** Reduces time in image handling and delivery.

Cloudinary finds applications across sectors such as e-commerce, where image optimization for different devices significantly enhances user experience. In the web and app development fields, it enables automated management of image sizes and formats, supporting functions like user uploads and profile picture handling. Organizations utilize its media management capabilities for storing and handling documents, videos, and other assets. The API integration streamlines backend operations, making it an appealing choice for developers in diverse industries.

©2026 PeerSpot, All Rights Reserved

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "I can create folders in the Cloudinary interface using the front end, allowing me to store profile pictures, post pictures, cover pictures, and other media files."

Azmir Uddin Alif

Full-stack Developer at a comms service provider with 10,001+ employees

- "I like the tool best because it's straightforward and doesn't have too many complicated options like AWS. The dashboard is clear – you create a directory, get credentials, and then use those in your Node.js or Java application to access resources. With AWS, you have to consider many things, like bucket policies and user permissions. It doesn't have these complications. Everything on Cloudinary is clearer than other platforms I've seen. It is very easy to use. It's easier than the AWS platforms I've seen. Even general developers can use it, while AWS needs more experience."

Josue BYIRINGIRO

ATLP Technical Mentor at Andela

©2026 PeerSpot, All Rights Reserved

"As a developer, I find Cloudinary valuable because it provides many opportunities for building applications. For example, I recently created an AI application that can read images and automatically generate captions, which helps in describing images or videos without manual input. Cloudinary's APIs support this functionality and enhance my development process.One of the most beneficial features of Cloudinary is its asset management capabilities. I can tag and categorize images and videos based on their content, such as tagging videos where a person is wearing glasses. This helps in organizing and managing media effectively.I have experimented with Cloudinary's automation capabilities, but I am still learning and haven't fully explored its potential. Currently, I want to use Cloudinary to improve user engagement with my videos, such as tracking who is viewing and interacting with my media. This is a feature I plan to explore more in the future."

Teri Eyenike

Software Engineer at Andela

"The most valuable features of the solution revolve around image storage."

CollinsOmondi

Mobile Application Developer at Uamuzi Foundation

"I like its ease of implementation. I can easily call the API into my platform and use it to upload images from the machine to the server."

Edd Michira

System Analyst at Axxis Systems

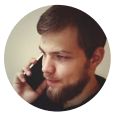
©2026 PeerSpot, All Rights Reserved

"The automation tools were used most often. They are quite convenient and cover our requirements."

Roman Novosad

Java Software Engineer at Art vs War Gallery

"Unlike Firebase Storage, Cloudinary handles media-specific tasks like re-encoding uploads. For example, when users upload a video from an Apple device, it's often encoded in a proprietary Apple codec."



Roman Cinis

Staff Mobile Engineer at a tech services company with 10,001+ employees

What users had to say about valuable features:

"The platform is very easy to use. The documentation is excellent, and the implementation involves only a few simple steps. It is accessible to users with varying levels of expertise.."

Nabid Hasan

Full stack developer at Student

Read full review

©2026 PeerSpot, All Rights Reserved

Cloudinary is valuable for storing and hosting images, especially because it allows for easy storage and organization of media files. This feature is particularly useful when dealing with large amounts of images. Additionally, Cloudinary offers capabilities to create folders and organize images effectively under user-specific folders, which enhances usability for social media purposes.

Azmir Uddin Alif
Full-stack Developer at a comms service provider with 10,001+ employees

Read full review

“The most important advantage of using Cloudinary is that it is very easy to integrate with the SDK, especially with Node.js.

It's a very stable application and can be more stable with Nord.js. Js developers like to use Cloudinary instead of other inventories..”

Abd-Elrahman Abbas
Senior Software Engineer at Growxcel

Read full review

©2026 PeerSpot, All Rights Reserved

"The most valuable feature of the solution stems from the fact that I like that the tool takes care of transforming the images. For example, you can have an image that is 15 MB in size, and Cloudinary can take that image, upload it to the servers, and compress it. When developing the websites, I can get the images stored in Cloudinary in any format that I want and resize them as I wish.."

Validated user
Full stack engineer at a media company with 501-1,000 employees

Read full review

"Unlike Firebase Storage, Cloudinary handles media-specific tasks like re-encoding uploads. For example, when users upload a video from an Apple device, it's often encoded in a proprietary Apple codec. Cloudinary automatically reduces the file size and re-encodes it into a more open format suitable for the web or other devices. We had issues with our engine sound recordings when using Firebase, as it would simply accept the file and make it available without validating the audio. After switching to Cloudinary, it validates the files, and if any are corrupted, the upload fails with an appropriate error message. This validation helped us identify corrupted audio files we couldn't play before.."

Roman Cinis
Staff Mobile Engineer at a tech services company with 10,001+ employees

Read full review

©2026 PeerSpot, All Rights Reserved

"A developer who wants to work with an automated demo project might typically store images as blobs in the database or an external folder. However, this approach can lead to issues with managing and retrieving the images. Cloudinary offers a solution by providing an easy-to-use platform for managing media files. It's user-friendly and accessible, making it a good choice for new and experienced developers.

Unlike other object storage platforms like Google Cloud Storage or IBM Cloud Object Storage, Cloudinary offers a more straightforward and often more affordable solution. While other platforms can have a steep learning curve and may charge based on the number of requests or storage used, Cloudinary provides a free tier that is quite generous.

For instance, I worked with a client to set up an online auction platform and uploaded many files. Despite the substantial data, I received no issues or notifications from Cloudinary about overuse, highlighting their effective and scalable service. ."

Validated user

Technical Writer at a tech services company with 51-200 employees

Read full review

©2026 PeerSpot, All Rights Reserved

Other Solutions Considered

"Before Cloudinary, I worked with other digital asset management solutions. Many of them required payment for accessing full features, which I found less appealing. Cloudinary's free version offers a lot, and I preferred its UI and functionality, so I stuck with it.."

Teri Eyenike
Software Engineer at Andela

Read full review

"We switched from Firebase to Cloudinary mainly because Cloudinary was already used in other departments. As part of addressing technical debt, we questioned why we were still using Firebase when Cloudinary was available. Previously, media from vehicle inspectors was uploaded to Firebase; then, the backend would re-upload it to Cloudinary, duplicating the work. To streamline this process and cut costs, we eliminated Firebase and uploaded media directly to Cloudinary. ."

Roman Cinis
Staff Mobile Engineer at a tech services company with 10,001+ employees

Read full review

©2026 PeerSpot, All Rights Reserved

"Before Cloudinary, we were using an in-house development platform. It was Multer. It's a Node.js library that we can implement to store images on our local server.

Main reason behind the switch to Cloudinary:

The main reason is image optimization. Images can be stored and processed on the web in different ways, affecting website performance. When you upload an image to Cloudinary, it is optimized—the size is reduced without impacting the quality. This smaller size helps the website load faster. Images are a major cause of slow website loading times if they aren't optimized, so I think that's the reason we chose Cloudinary.."

Edd Michira
System Analyst at Axxis Systems

Read full review

©2026 PeerSpot, All Rights Reserved

"There was some research done. From my side, Cloudinary caught my eye because of their helpful tutorials sent via email, especially the Java-specific quickstart guide since we were using Java. It was a quick start for us – we knew upfront what we needed to do and could see results immediately.

Additionally, I remember a video on Cloudinary's website or YouTube that showcased image transformations. It showed how images could look like pencil drawings or paintings, which aligned with our requirements. We realized that Cloudinary could meet our needs, and it wasn't so hard to opt for it. ."

Roman Novosad
Java Software Engineer at Art vs War Gallery

Read full review

©2026 PeerSpot, All Rights Reserved

ROI

Real user quotes about their ROI:

"I think Cloudinary is worth the money for its features. If you have a large user base or need advanced features, it's worth going with its paid plans. Otherwise, you might be better off sticking with their free tier or using AWS storage if you want to scale.."

Romel Jr Zerna
Software Engineer at Pioneer Dev AI

Read full review

©2026 PeerSpot, All Rights Reserved

Use Case

"I use the solution to host files and documents. I use it when I have an application where I want to store files online. I use the Cloudinary server to host the files, and I use the API to integrate the platform with my back end to save files and documents.."

Chukwu Innocent
Software Developer at Softnotch Technology

Read full review

"Cloudinary is a cloud hosting platform for images and videos. It provides APIs for developers to host their images on the platform. I use it to build applications where images are hosted in the cloud rather than on local storage. This helps with optimizing and managing images efficiently.."

Teri Eyenike
Software Engineer at Andela

Read full review

©2026 PeerSpot, All Rights Reserved

"I use Cloudinary to create an online platform to manage images. I've handled over a thousand images. Additionally, I use Cloudinary to store similar components, treating them as object storage.."

Validated user
Technical Writer at a tech services company with 51-200 employees

Read full review

"We use Cloudinary to store various media related to the vehicles, such as engine sound recordings and images of the vehicle from different angles, including the interior. Recently, we've also started storing short engine videos, around 15 seconds. Additionally, vehicle documents are stored on the platform, and the front-end team uses it to handle user uploads.."

Roman Cinis
Staff Mobile Engineer at a tech services company with 10,001+ employees

Read full review

©2026 PeerSpot, All Rights Reserved

"I use Cloudinary to save files for our application, especially when users want to upload or change profile pictures. We save all those user profile pictures on the product. We also have an option where doctors can give documents to patients. We save those generated PDF prescription documents. We use Cloudinary to save our uploaded external resources so we can handle and keep them in their own buckets.."

Josue BYIRINGIRO
ATLP Technical Mentor at Andela

Read full review

"The first time I discovered Cloudinary, I mainly used it to store my images. If you are on our website, where people must upload images, then instead of storing the images in a database, I stored them in Cloudinary, which gave me a link to the image. The link is what you store in the database, and it becomes easier. Cloudinary added a new AI feature, and it is amazing. When I tried it out, it was powerful, and I used it in a project and loved it.."

CollinsOmondi
Mobile Application Developer at Uamuzi Foundation

Read full review

©2026 PeerSpot, All Rights Reserved

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

Cloudinary is hard to set up because it requires converting base64 URLs to blob URLs and other technical steps before implementation. The setup process can be challenging without proper documentation guidance.

Azmir Uddin Alif Read full review

Full-stack Developer at a comms service provider with 10,001+ employees

---

"For the cases in which I have used Cloudinary, I just use the API. The truth is the documentation is quite good, and it is straightforward to integrate the API with whatever framework or language you are using to write your application.

The solution is deployed using the cloud services offered by Cloudinary.."

Chukwu Innocent Read full review

Software Developer at Softnotch Technology

©2026 PeerSpot, All Rights Reserved

“The setup was easy. We're using the Cloudinary API on our platform, and I think it was easy for any technical person. We didn't encounter many challenges.

Perhaps a "plug and play" option could be implemented for non-technical teams, but for those with technical backgrounds, it's already quite straightforward..”

Edd Michira

System Analyst at Axxis Systems

Read full review

“The initial setup was easy because we rewrote much of it ourselves. I submitted a pull request to fix some signature-related issues, but we uncovered more problems with the code afterward. As a result, we created a class tailored to our needs, and it's been working well since then. The main problem lies with the Dart package itself. The product documentation, features, and API are pretty clear so we can implement them without issues. The documentation is acceptable; the Dart package caused the trouble..”

Roman Cinis

Staff Mobile Engineer at a tech services company with 10,001+ employees

Read full review

©2026 PeerSpot, All Rights Reserved

"For deployment and initial setup, it was straightforward. You simply need to visit the Cloudinary website, create an account, and sign up using your Google or GitHub account, or with your email to generate a password. The signup process is easy, and I didn't encounter any difficulties. After creating an account, you can access and start using the platform immediately.

You can interact with the platform through its documentation and explore what it offers even before gaining full access. ."

Teri Eyenike
Software Engineer at Andela

Read full review

"According to me, the product's initial setup phase was easy. I don't know what kind of person will be using it, but if it is a little bit technical, then it is very easy. One just needs to do some setup phases in Cloudinary Generative AI Playground, making it a very, very intuitive tool. I think there is very good documentation about the tool's setup phase. If you are a technical person, it should be easy. If you are new, you can just go through the documentation. It is a very intuitive tool.

The deployment process would take less than two minutes to be completed.."

CollinsOmondi
Mobile Application Developer at Uamuzi Foundation

Read full review

©2026 PeerSpot, All Rights Reserved

Customer Service and Support

"I can't evaluate the technical support team because we never needed to use it. We didn't face any crucial issues that required support in two years, which is good. Everything was clear.."

Josue BYIRINGIRO
ATLP Technical Mentor at Andela

Read full review

"On some occasions, I have spoken with the product's support team. The solution's technical support was quite prompt in their responses. I rate the technical support a seven out of ten.."

Chukwu Innocent
Software Developer at Softnotch Technology

Read full review

"We've always been able to find answers either directly in the documentation or, in the worst case, by searching online. Cloudinary has a support forum where more complex or uncommon issues are discussed. If you Google the error message or code, you can easily find the right fix.."

Roman Cinis
Staff Mobile Engineer at a tech services company with 10,001+ employees

Read full review

©2026 PeerSpot, All Rights Reserved

"The tool's support team is very prompt. When I gave the tool's support team a clear description of my problem, they gave me the help I wanted and directed me to the solution to my issue. The team is good when it comes to response time and knowledge. I rate the tool's support a ten out of ten.."

Validated user
Full stack engineer at a media company with 501-1,000 employees

Read full review

"I contacted the customer service and support at the beginning, I had a question about a transformation that wasn't working as expected. I asked the question in their Discord group, and they quickly provided assistance.

Cloudinary support was quite responsive. ."

Roman Novosad
Java Software Engineer at Art vs War Gallery

Read full review

©2026 PeerSpot, All Rights Reserved

"I've used several support channels for Cloudinary. They have a community forum and a Discord channel where you can ask questions and get help. The Discord channel is particularly active, with many Cloudinary experts and technical folks available to assist. There's also Twitter for reaching out with any issues. Depending on where you ask, you might get support directly from the Cloudinary team or from other users.

I mostly use Discord for support since that's where the whole team and other professionals are. They also host webinars to answer questions and demonstrate product features.

."

Teri Eyenike
Software Engineer at Andela

Read full review

©2026 PeerSpot, All Rights Reserved

Other Advice

I would advise new users to read the documentation thoroughly to understand how to upload and store images effectively. For those using Cloudinary for the first time, be prepared for a learning curve, but it is beneficial to adapt to new tools. Overall, I would rate the solution as seven out of ten due to its complexity in implementation but its effectiveness in image storage.

Azmir Uddin Alif
Full-stack Developer at a comms service provider with 10,001+ employees

Read full review

"I would definitely recommend Cloudinary to others. It's user-friendly and doesn't require you to be technical to use it. The UI and landing page are clear and provide all the information you need to get started, so you don't have to learn programming to make it work. Overall, I'd rate Cloudinary a nine out of ten. It's a great platform.."

Teri Eyenike
Software Engineer at Andela

Read full review

©2026 PeerSpot, All Rights Reserved

"If you're working with documents like JSON or TXT files, I'm not entirely sure Cloudinary would be the best fit for that. But it's an excellent option for dealing with media files, mainly due to its media validation. Cloudinary will check for corrupted video or audio files and can re-encode them into different formats without much effort—you modify the URL, and it handles everything server-side.

Overall, I rate the solution a seven or eight out of ten.."

Roman Cinis
Staff Mobile Engineer at a tech services company with 10,001+ employees

Read full review

"To use the integration capabilities of the product, I use the product's documentation to integrate it with my other tools, like Node.js.

I have not used or integrated with the AI capabilities of the product.

I would recommend the tool to people who are starting out because Cloudinary has initial plans in which it gives you 25 GB of storage, which is very good for someone who is just starting out and needs to assess their business.

Considering the expensive nature of the product, I rate the tool a seven out of ten.."

Validated user
Full stack engineer at a media company with 501-1,000 employees

Read full review

"Cloudinary provides an API that can be integrated into server- and client-side applications. You can connect the API to your server-side application for backend operations, and for front-end developers, Cloudinary also offers a way to integrate

©2026 PeerSpot, All Rights Reserved

directly into client-side applications. You don't need to create a new website or backend system to use Cloudinary; you can seamlessly incorporate it into your existing client-side code.

I recommend using Cloudinary. For one, it offers a generous free tier that can benefit beginners and small projects. Cloudinary's free plan provides ample resources for managing and optimizing media, which can be ideal when working with a low budget.

Overall, I rate the solution a ten out of ten.."

Validated user
Technical Writer at a tech services company with 51-200 employees

Read full review

©2026 PeerSpot, All Rights Reserved

"I faced a challenge when we needed to migrate from Cloudinary to AWS when we hit almost 500,000 users. I initially tried to migrate files manually, creating an API to fetch files from Cloudinary and upload them to AWS. After migrating about 100,000 files, I discovered Cloudinary has a feature to migrate resources to other platforms easily. I had spent almost a week doing things manually before finding this efficient solution. I was amazed when I discovered I could do it with a simple command, moving everything from Cloudinary to AWS in minutes. But at the beginning, it was quite hectic.

I would recommend Cloudinary to others, especially medium businesses or companies with fewer than 500,000 users.

I advise first-time users that everything is easy, and your employees don't need special skills to get started. There's also a large community of Cloudinary users, so you can easily find documentation and solutions online if you get stuck.."

Josue BYIRINGIRO
ATLP Technical Mentor at Andela

Read full review

©2026 PeerSpot, All Rights Reserved

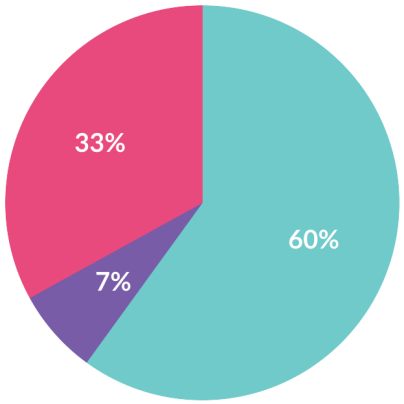
Top Industries

by visitors reading reviews

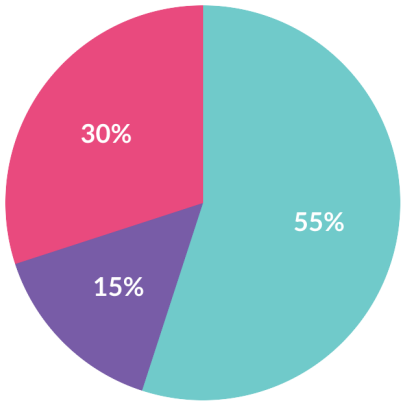
Outsourcing Company	15%
Manufacturing Company	13%
Construction Company	12%
Comms Service Provider	11%

Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

©2026 PeerSpot, All Rights Reserved

About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a customized report of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.
Get your personalized report here

©2026 PeerSpot, All Rights Reserved

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

Visit PeerSpot: www.peerspot.com

PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944

©2026 PeerSpot, All Rights Reserved