

Cloudinary Magento 2 Extension User Guide

Add the Cloudinary Magento 2 Extension to manage your images and videos through Cloudinary. You can apply transformations to change the visual appearance or resize to support multiple devices, and deliver your assets in the optimal format and quality via the most advanced Content Delivery Networks (CDNs).

Make sure you have a Cloudinary account

A Cloudinary account is required to use this extension. [Sign up](#) for a free plan, starting with generous usage limits and when your requirements grow, you can easily upgrade to a plan that best fits your needs. More pricing information available [here](#).

Configure the Extension

Once the extension is downloaded and installed, follow these steps:

1. In the **Magento Admin Panel**, select 'Stores > Configuration'.
2. On the **Configuration** page, open the 'Cloudinary' section in the left-hand sidebar and select 'Settings'.
3. In the **Cloudinary Setup** section of this page:
 - a. Set your 'Cloudinary Account Credentials' (copy the **Environment variable** as found in the [Cloudinary Management Console](#)). The format should be `cloudinary://{API_Key}:{API_Secret}@{Cloud_Name}`.
 - b. Set 'Enable Cloudinary' to **Yes**.
 - c. Further options can be specified in the 'Cloudinary Configuration' and 'Default Image Transformations' sections of the Cloudinary config (see the [Cloudinary Features](#) section below).
 - d. Click the **Save Config** button at the top of the page.
4. Go to 'System > Cache Management' and refresh your **Configuration** and **Page Caches**.

From this point onwards, any new media assets you upload can be delivered via Cloudinary.

Migrate Media to Cloudinary

To serve your existing assets via Cloudinary you will need to migrate them first. You can do this in two different ways:

- Enable **Auto Upload Mapping** to automatically upload existing media assets to Cloudinary when they are first requested by a user. This option can be set in the **Cloudinary Configuration** section of the Cloudinary settings.

or

- Migrate your media in bulk using the **Magento command line tool**:
 1. From the command line, run the `cloudinary:upload:all` command. If you are currently located within Magento's parent directory, the correct command is: `bin/magento cloudinary:upload:all`.
 2. You can follow the progress of the migration from the command line. Keep your terminal window open while the uploads are in progress.
 3. When all media assets have been uploaded, return to 'System > Cache Management' in the **Magento Admin Panel** and refresh all caches.

Cloudinary Features

With Cloudinary, you can add and deliver both images and videos. The Cloudinary configuration page has multiple options to change the behaviour of the Cloudinary extension when serving images and video. These are:

- **Media Delivery Domain Sharding** - Enables multiple subdomains for Cloudinary delivery URLs in order to increase page loading speed. This is enabled by default.
- **Auto Upload Mapping** - Automatically upload media assets from your site to Cloudinary (if they don't already exist in your account). Use this to lazily migrate your assets, as the upload will occur only when the media is first requested by a user.
- **Automatic Image Format Optimization** - Automatically deliver images converted to modern image formats based on viewing device and browser. For example, deliver WebP on Chrome and JPEG-XR on Internet Explorer for better performance and user experience. This is enabled by default.
- **Image Quality** - Adjust quality of generated images to balance between visual quality and file size minimization. The quality setting defaults to use Cloudinary's automatic quality algorithm. This is particularly relevant for JPEG and WebP compression levels.
- **Image Cropping Gravity** - Define the part of the image to focus on when cropping images in order to better match your graphic design. This setting will have no effect unless an option other than 'Magento's Default' is chosen.
- **Image Device Pixel Ratio (DPR)** - Use a DPR value higher than 1.0 to generate and deliver hi-res images for better visual results on HiDPI devices, such as Retina Display devices. This is set to 1.0 by default, but can be increased to 2.0.
- **Global custom transformations** - Apply additional transformations to every image and video thumbnail you deliver. For example, you could add a semi-transparent company logo watermark to every asset. Specify the transformation parameters in the URL format as described in Cloudinary's [image transformations guide](#).
- **Product Gallery** - Add Cloudinary's interactive media gallery interface to deliver your optimized product images and videos. See the Product Gallery [guide](#) for more information.
 - Select the color scheme for the gallery to match your brand.

- Configure the navigation, zoom type and position, and the behavior of the transitions between images.
- Configure all aspects of the carousel, including whether to use thumbnails or indicators as well as the thumbnail size and presentation.
- Extend the functionality by configuring custom parameters. See [product gallery reference](#).

Cloudinary Media Library

Enjoy a full Digital Asset Management (DAM) solution directly through Magento. Use the Cloudinary Media Library UI to:

- Upload new images, videos, audio, or other files
- Create and navigate through folders or share folders with user groups
- Create and browse collections or share collections with user groups or external parties
- Perform advanced searches
- Select multiple assets to perform bulk operations including delete, add/edit tags, move, download, or review moderated assets.
- Select a single asset to view or update basic asset details, view or activate advanced asset analysis operations, or to generate transformations for that asset.

See the [Cloudinary DAM documentation](#) for more information.

Look out for the “Add from Cloudinary” button to launch the Media Library. You can access it in the following places:

- **Managing your catalog** - Add category and product images to your catalog directly from the Cloudinary Media Library.
- **Managing your site content** - Add media from Cloudinary to all pages on your Magento site using the Media Library.

Transformations

The Cloudinary Media Library allows you to perform transformations on your individual assets before inserting them to your Magento site. Have a look at the [image transformations guide](#) for more information on the available transformations.

Note: If you have global transformations defined, these will be combined with the transformations you perform at an individual level.

FAQs can be found in Cloudinary’s [knowledge base](#).

If you have any questions about this extension or the Cloudinary service, feel free to [contact](#) Cloudinary’s support team.