

Cloudinary for Page Designer

Version 20.1.0



commerce cloud

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1. Summary

The Cloudinary Page Designer cartridge contains the Cloudinary image and video components for Page Designer. The Cloudinary image and video components enable you to access your Cloudinary media library to select assets to embed in pages created using the Page Designer. Apply Cloudinary transformations to your assets, either globally to all assets, or individually to specific assets, to achieve the exact image and video experience that you desire.

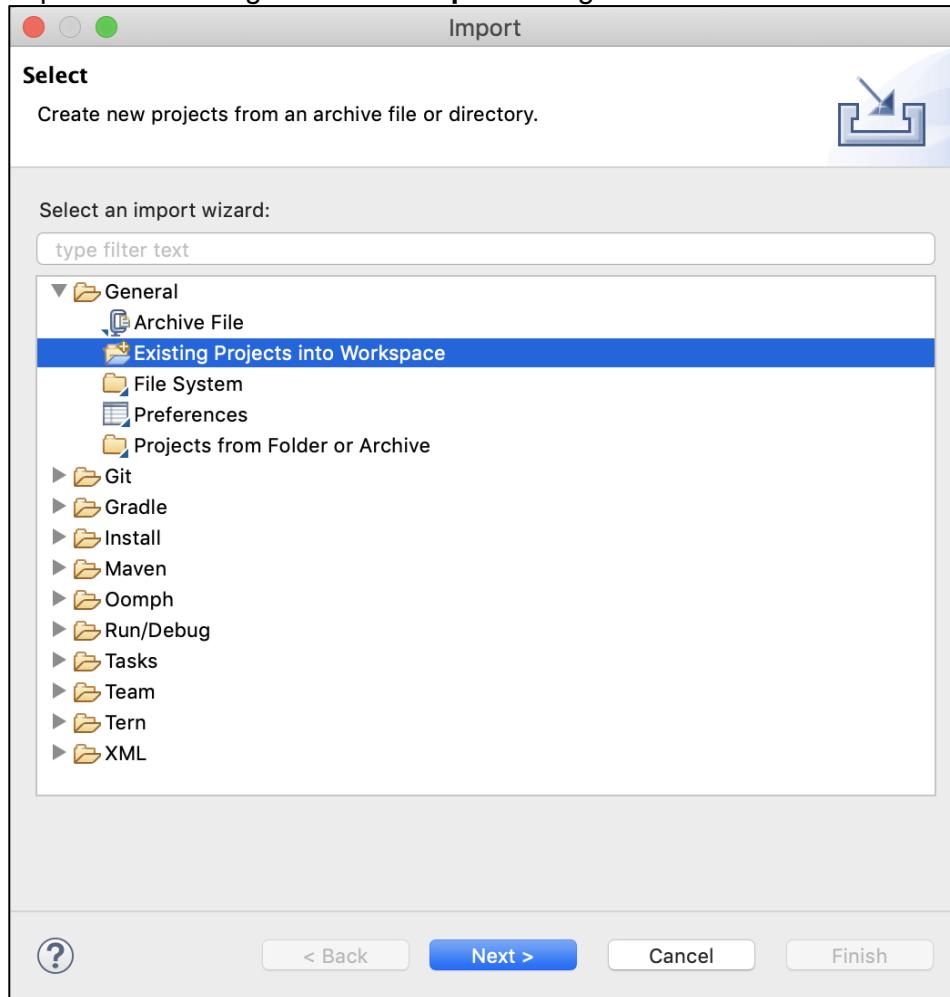
2. Setup

Setup of Business Manager

Installing the cartridges to the sandbox

There are two cartridges that need to be installed.

1. Download the **bm_cloudinary_pd** and **int_cloudinary_pd** cartridges.
2. Open Demandware Studio.
3. Import both cartridges from the **Import** dialog:



4. **Link** the cartridges to the sandbox. Select the sandbox connection and then select **Properties**. Select **Project Reference** and check in.

Assigning the cartridges to relevant sites through the Business Manager

1. Log in to the Business Manager.
2. Navigate to **Administration > Manage Sites** (under Sites).
3. Select the **Business Manager** site.
4. Add `bm_cloudinary_pd` to the cartridge path as shown:

The screenshot shows the 'Business Manager - Settings' page under 'Administration > Sites > Manage Sites'. The 'Settings' tab is selected. The 'Cartridges' field contains the value `bm_app_storefront_base:bm_custom_plugin|bm_cloudinary_pd`, with the last part highlighted by a red box. The 'Effective Cartridge Path' field shows the expanded path: `app_business_manager:plugin_apple_pay:plugin_facebook:plugin_pinterest_commerce:plugin_web_payments:bc_imex:bc_search:bc_analytics:bc_transaction:bc_ca`.

5. Apply the changes.
6. Navigate back to **Manage Sites**.
7. Select the storefront site for which you want to enable the Cloudinary image and video components. Navigate to the **Settings** tab.
8. Add `int_cloudinary_pd` to the cartridge path as shown:

The screenshot shows the 'RefArch - Settings' page under 'Administration > Sites > Manage Sites > RefArch - Settings'. The 'Settings' tab is selected. The 'Cartridges' field contains the value `|applepay:plugin_datadownload:app_storefront_base|int_cloudinary_pd`, with the last part highlighted by a red box. The 'Effective Cartridge Path' field shows the expanded path: `plugin_cartridge_merge:plugin_instorepickup:plugin_wishlists:plugin_gifregistry:lib_productlist:plugin_productcompare:plugin_sitemap:plugin_applepay:plugin_datadownload`.

9. Apply the changes.

Importing meta-data and services

1. In the Business Manager, navigate to **Administration > Site Development > Site Import & Export**. Choose **Upload**. Select **import.zip** from the metadata folder of the repository.

The screenshot shows the 'Site Import & Export' page under 'Administration > Site Development'. The 'Import' section is active. A file input field contains 'import.zip' and an 'Upload' button is highlighted with a red box.

2. Select the radio button next to **import.zip**. Click the **Import** button.

The screenshot shows the 'Site Import & Export' page under 'Administration > Site Development'. The 'Import' section is active. The 'import.zip' file is selected in the list, and the 'Import' button is highlighted with a red box.

3. Click **OK**.

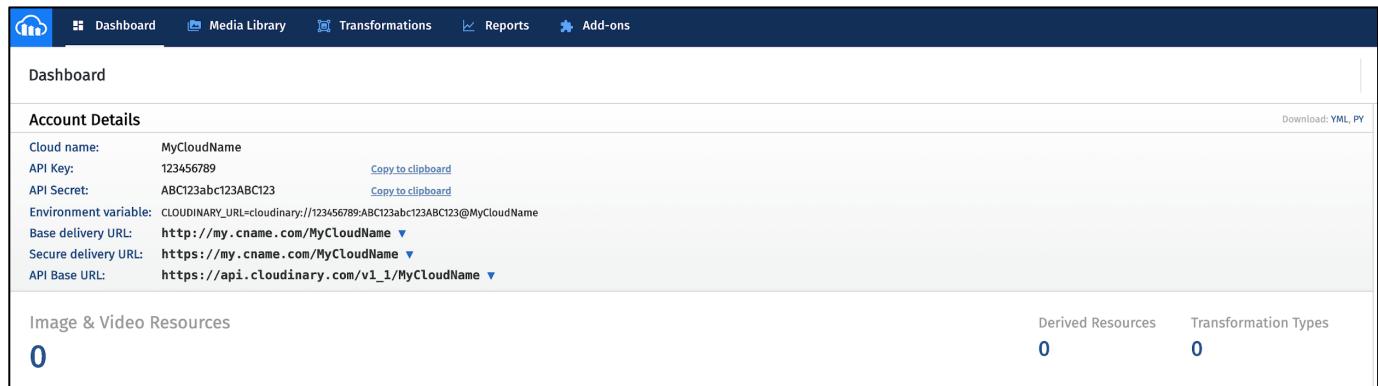
The screenshot shows the 'Site Import & Export' page under 'Administration > Site Development'. A confirmation dialog box asks 'Are you sure that you want to import the selected archive?' with 'OK' and 'Cancel' buttons. The 'OK' button is highlighted with a red box.

Configuration

Getting your Cloudinary account information

If you do not have a Cloudinary account, you can sign up (<https://cloudinary.com/signup>) for a free plan, starting with generous usage limits. When your requirements grow, you can easily upgrade to a plan that best fits your needs.

1. Log in to the Cloudinary console by visiting <https://cloudinary.com/console>. Use your Cloudinary credentials to log in.
2. Navigate to the **Dashboard** to see your Cloudinary account details.



The screenshot shows the Cloudinary dashboard with the following details:

Cloud name:	MyCloudName
API Key:	123456789
API Secret:	ABC123abc123ABC123
Environment variable:	CLOUDINARY_URL=cloudinary://123456789:ABC123abc123ABC123@MyCloudName
Base delivery URL:	http://my cname.com/MyCloudName
Secure delivery URL:	https://my cname.com/MyCloudName
API Base URL:	https://api.cloudinary.com/v1_1/MyCloudName

Below the account details, there are sections for Image & Video Resources (0), Derived Resources (0), and Transformation Types (0).

Configuring Cloudinary credentials and other settings in the Business Manager

1. Navigate to **Merchant Tools > Custom Preferences** (under Site Preferences).
2. Select **CloudinaryPageDesigner**.
3. Configure the following settings:
 - **Cloudinary Cloud Name:** Copy the Cloudinary cloud name from your Cloudinary account details
 - **Cloudinary CNAME:** Optional. If you have a CNAME configured (anything other than the default `http://res.cloudinary.com`), add this here. You can find out your CNAME by looking at the Base Delivery URL value from your Cloudinary account. Copy the URL **without** the “`http`”, for example, if the Base Delivery URL is `http://mycname.mysite.com`, use `mycname.mysite.com`.
 - **Cloudinary API Key:** Copy the API Key from your Cloudinary account details.
 - **Cloudinary API Secret:** Copy the API Secret from your Cloudinary account details.
 - **Use SHA-256:** Optional. Specify whether to use SHA-256 to sign calls to Cloudinary.
 - **Default image Device Pixel Ratio (DPR):** Optional. Set the default DPR to use on all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformations#set_device_pixel_ratio_dpr)
 - **Default image format:** Optional. Set the default delivery format for all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformations#image_format_support)

- **Default image quality:** Optional. Set the default quality of all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformations#adjusting_image_quality)
- **Use image alt text from Cloudinary:** Optional. Specify whether to use the alt text specified in Cloudinary.
- **Default image transformations:** Optional. Specify transformations in the URL format to apply to all images delivered from Cloudinary. (Learn more: cloudinary.com/documentation/image_transformation_reference)
- **Default video format:** Optional. Set the default delivery format of all videos delivered from Cloudinary. (Learn more: cloudinary.com/documentation/video_manipulation_and_delivery#transcoding_video_to_other_formats)
- **Default video bitrate:** Optional. Set the default video bit rate. (Learn more: cloudinary.com/documentation/video_manipulation_and_delivery#bitrate_control)
- **Default video quality:** Optional. Set the default quality of all videos delivered from Cloudinary. (Learn more: cloudinary.com/documentation/video_manipulation_and_delivery#quality_control)
- **Default video transformations:** Optional. Global transformations for videos. Specify transformations in the URL format to apply to all videos delivered from Cloudinary. (Learn more: cloudinary.com/documentation/video_transformation_reference)
- **Cloudinary Page Designer Environment:** The Cloudinary iframe environment.

Default values are shown next to the relevant settings. For settings with drop-down selections, “None” means no selection has been made, so the default applies.

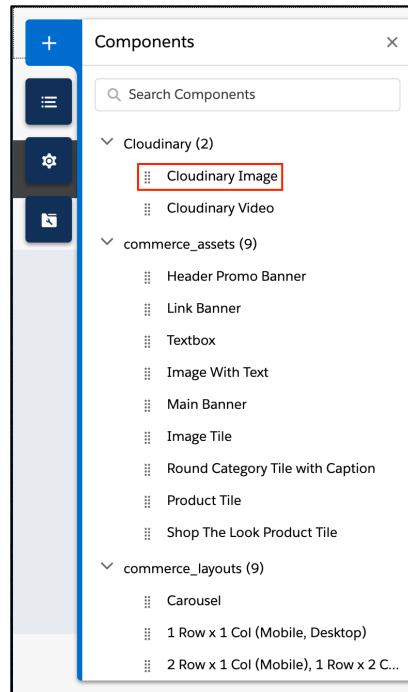
3. User Guide

Business Manager

The following sections refer to pages created in Page Designer: **Merchant tools > Page Designer** (under Content).

Embedding a Cloudinary image component

The Cloudinary image component is available under the **Cloudinary** section of the **Components** menu. You can drag this component into any desired slot in the page layout.

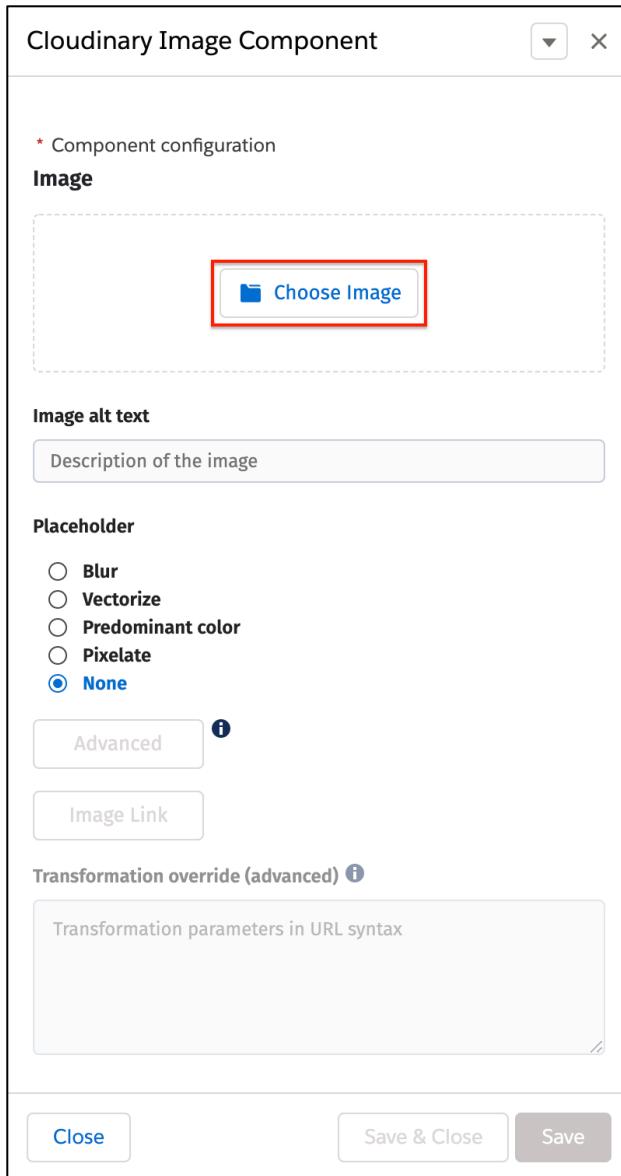


The Cloudinary Image Component panel appears on the right of the Page Designer.

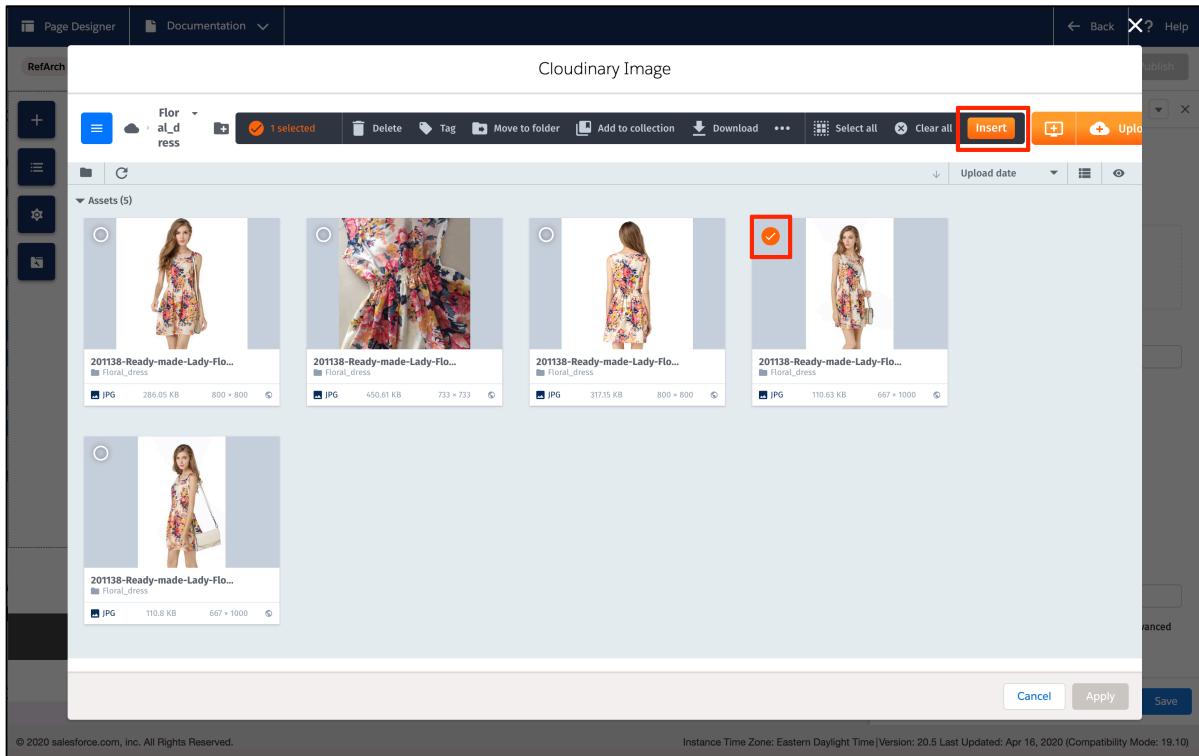
Choosing the image to display

In the Cloudinary Image Component panel, click **Choose Image** to open the Cloudinary media library.

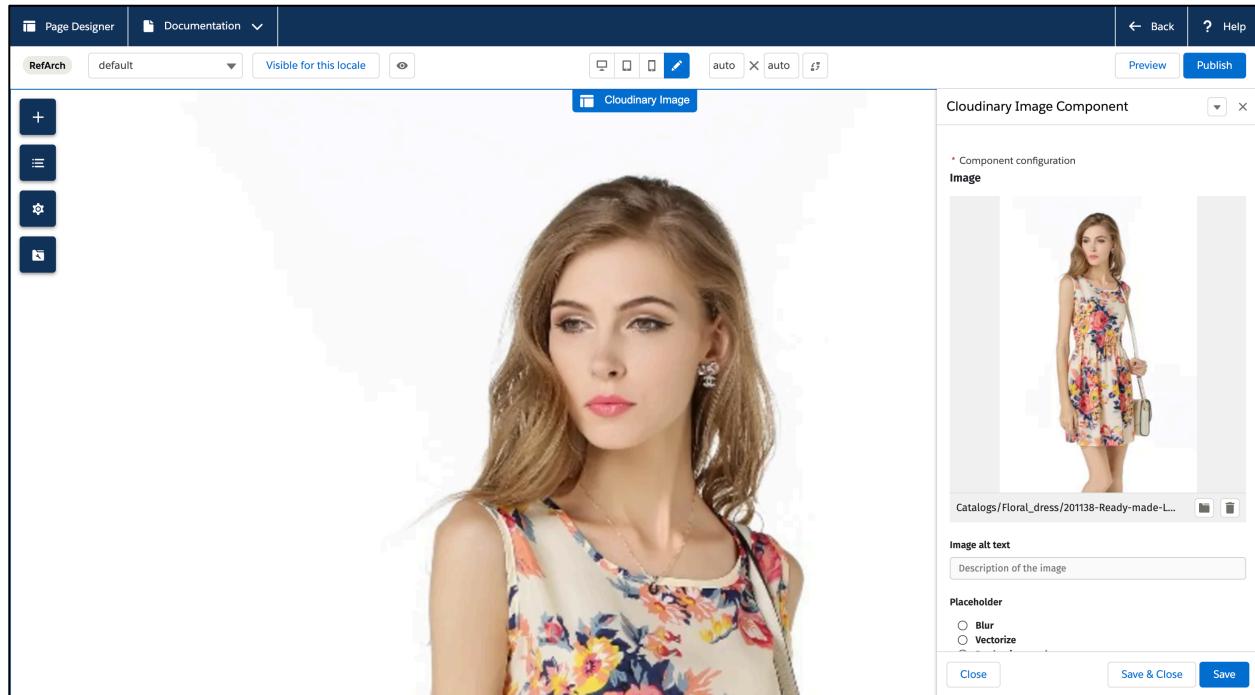
Note: If you are not already logged into your Cloudinary account you will be asked to log in at this point.



The assets are automatically filtered to show only images. Choose the image you want to appear in the image component by selecting and inserting an image. You can also upload any images that are not yet in your media library.

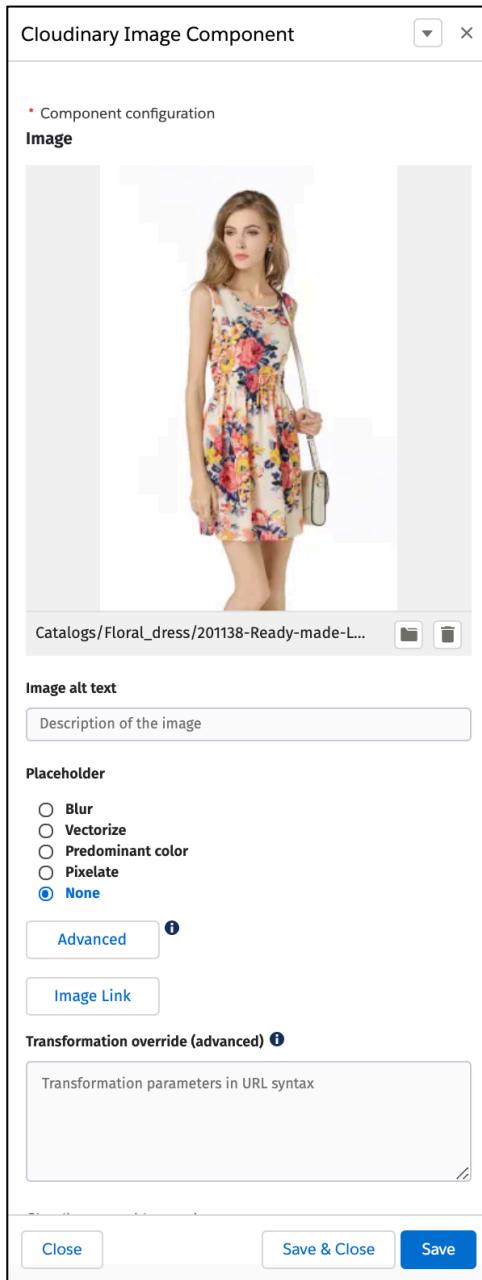


In the Page Designer, click **Save** and you'll see the image displayed in the component. You can preview the page at this time and see the image display.



Configuring the Cloudinary image component

In the Page Designer, clicking on the image component shows the Image Component panel. It also displays when the component is first dragged onto the page.



Below the selected image, in the Image Component panel, you can enter alt text for the image and select how the image will look while the page is loading (placeholder).

The placeholder can be set to:

- **Blur**: a blurred version of the image is shown
- **Vectorize**: a vectorized version of the image is shown
- **Predominant color**: a solid block of the predominant color in the image is shown

- **Pixelate**: a pixelated version of the image is shown
- **None**: no placeholder is shown while the page is loading.

Applying overlays to the image

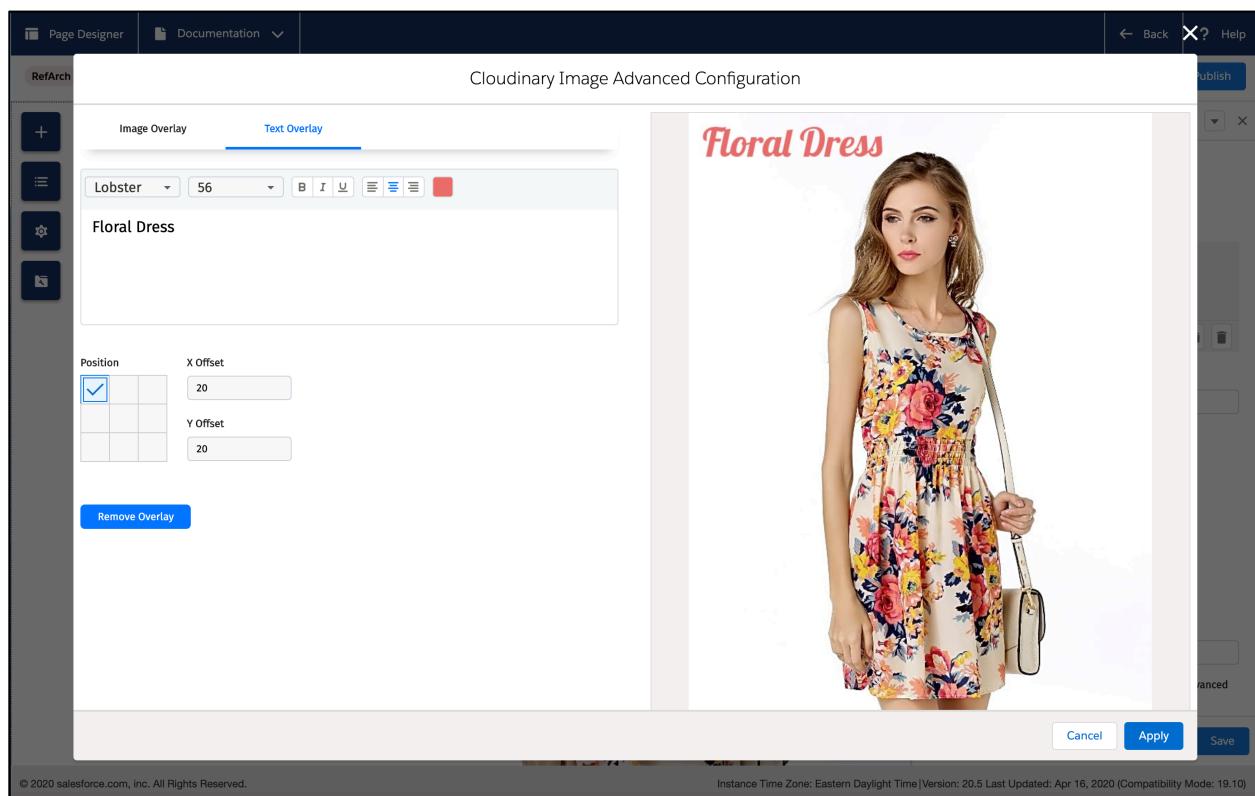
In the Image Component panel click the **Advanced** button.

- To apply an image overlay, select the **Image Overlay** tab.
- To apply a text overlay, select the **Text Overlay** tab.

In the Image Overlay tab, you can select any image from your Cloudinary account and configure its opacity, position, x and y offset (relative to the position) and its size.

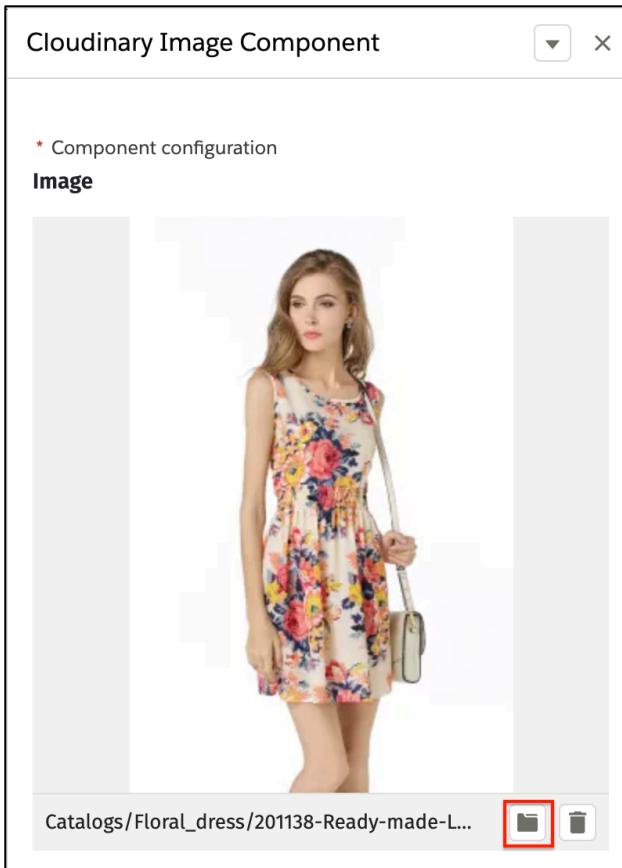
In the Text Overlay tab, you can enter the text you want to appear on the image and define its format and position.

In both cases, a preview of the image including the overlays is displayed to the right.



Applying transformations to the image

In the Image Component panel click the folder icon under the selected image to open the Cloudinary media library.



The selected image displays in the Cloudinary media library. You can select a transformation preset and click **Insert** to include the image transformed by a pre-prepared transformation.

The screenshot shows the Cloudinary Media Library asset details page for the file '201138-Ready-made-Lady-Floral-Prints-Dress_3_vysgd1'. The left sidebar has sections for RefArch, Tags (with an 'Add a tag' input), Access control (set to Public), and Activity (listing upload and creation dates). The main area shows the asset preview ('Cornered') and a preview URL. Below the preview is a 'Transformation Presets' section with five options: Original, certstyle, Cornered (selected and highlighted in blue), improve with f_auto, and with_logo. At the bottom are 'Cancel', 'Apply', and 'Save' buttons.

Alternatively, click **Transform** to view the transformation options and create a custom transformation, or click **Edit Image** to crop, resize or rotate the image. Click **Insert** to return to the Image Component panel in the Page Designer.

You can also add a custom transformation to the image by specifying the URL syntax in the **Transformation override (advanced)** text box. See the image transformation documentation for details: https://cloudinary.com/documentation/image_transformation_reference.

Note: Any transformations already applied through the **Advanced** dialog are disregarded.

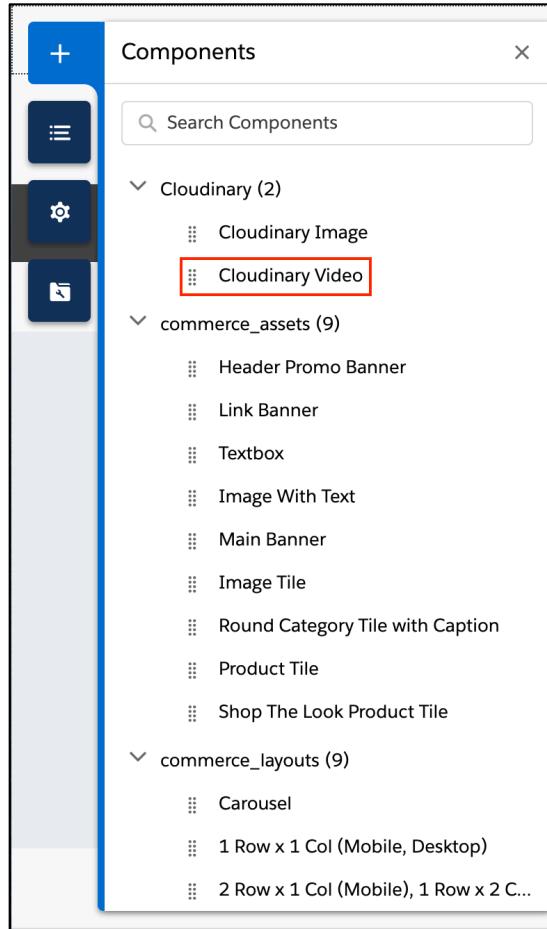
Click **Save** in the Image Component panel and you'll see the transformed image displayed in the component.

Linking an image to an SFCC page

In the Image Component panel click **Image Link** to search for an SFCC page, product or category to link the image to.

Embedding a Cloudinary video component

The Cloudinary video component is available under the **Cloudinary** section of the **Components** menu. You can drag this component into any desired slot in the page layout.

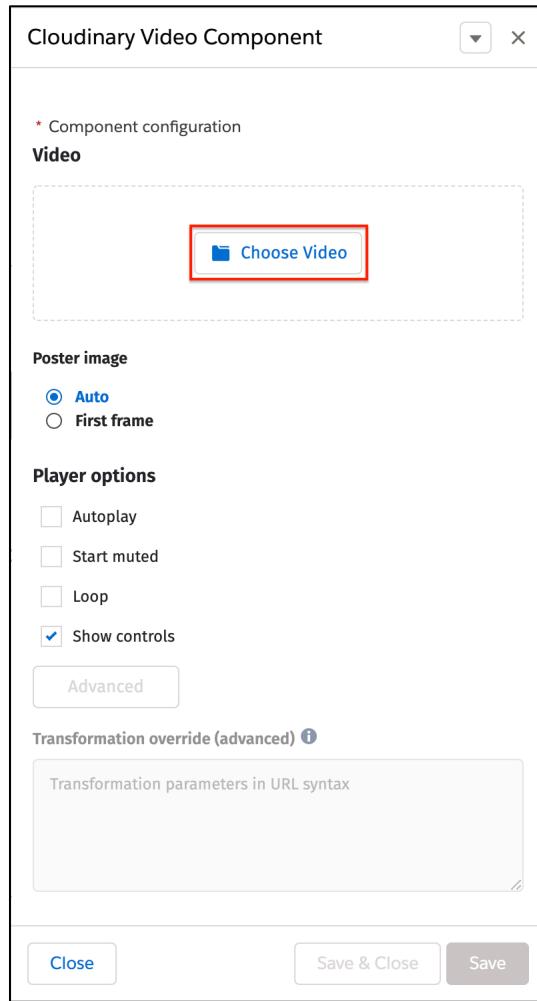


The Cloudinary Video Component panel appears on the right of the Page Designer.

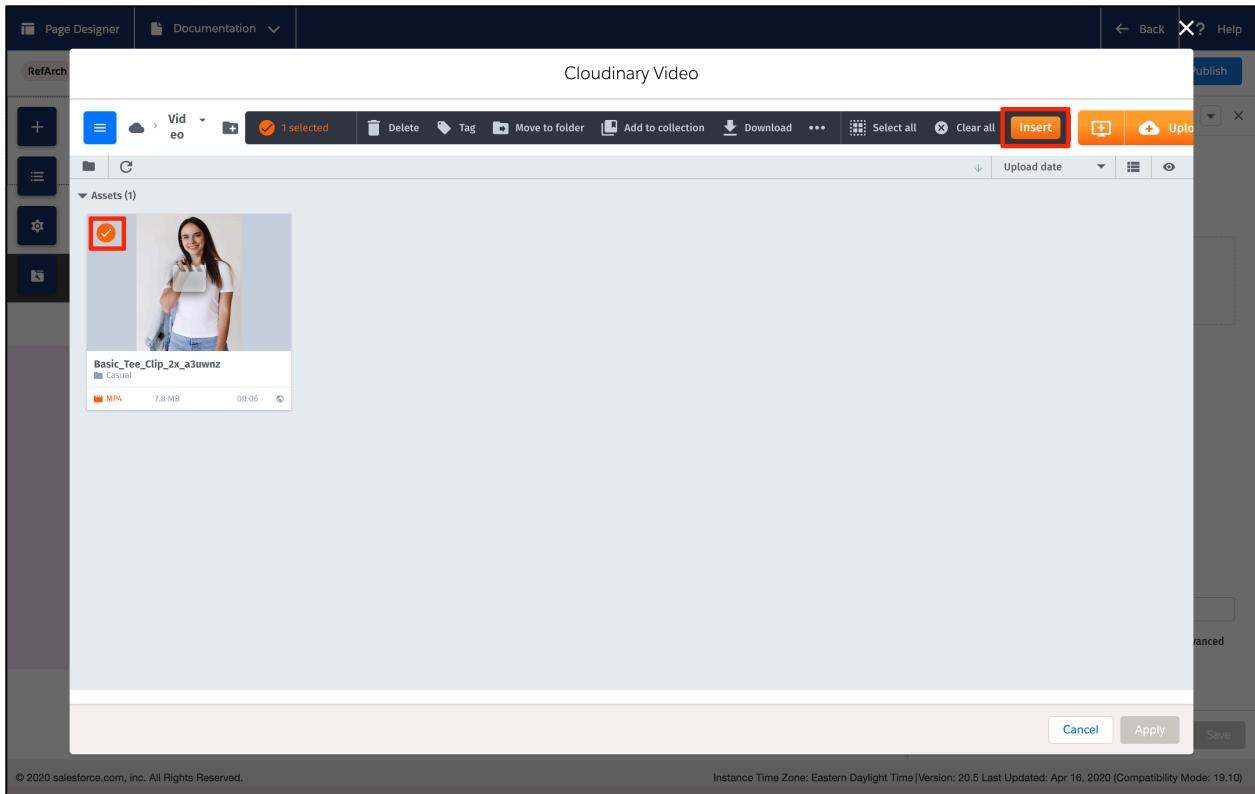
Choosing the video to display

In the Cloudinary Video Component panel, click **Choose Video** to open the Cloudinary media library.

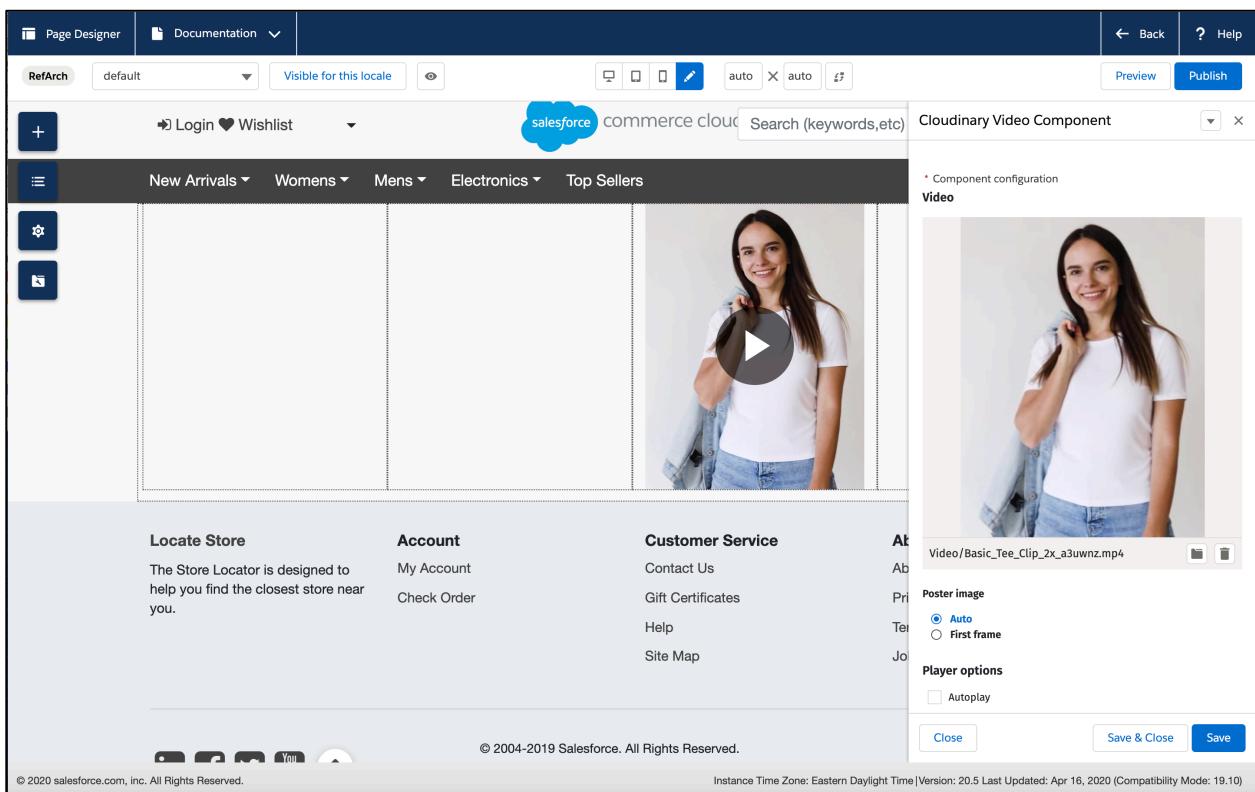
Note: If you are not already logged into your Cloudinary account you will be asked to log in at this point.



The assets are automatically filtered to show only videos. Choose the video you want to appear in the video component by selecting and inserting a video. You can also upload any videos that are not yet in your media library.

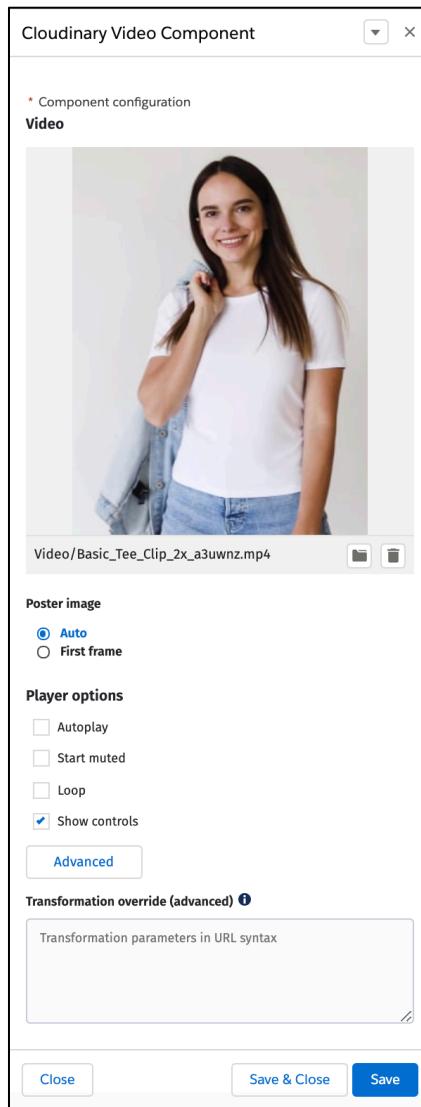


In the Page Designer, click **Save** and you'll see the video displayed in the component. You can preview the page at this time and see the video play.



Configuring the Cloudinary video component

In the Page Designer, clicking on the video component shows the Video Component panel. It also displays when the component is first dragged onto the page.



Below the selected video, in the Video Component panel, you can choose the poster image for the video: select **Auto** to let Cloudinary decide which frame to show, otherwise select **First frame** to use the first frame of the video. You can also select from a number of player options.

Applying overlays to the video

In the Video Component panel click the **Advanced** button.

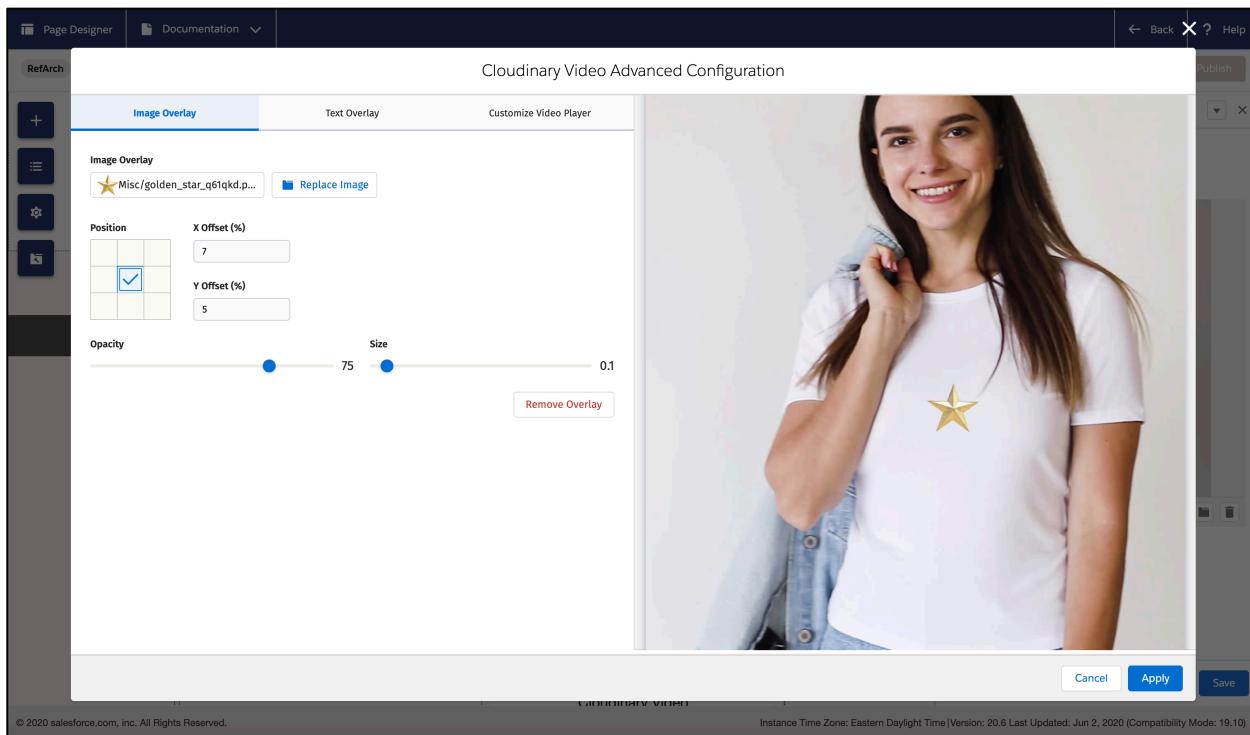
- To apply an image overlay, select the **Image Overlay** tab.

- To apply a text overlay, select the **Text Overlay** tab.

In the Image Overlay tab, you can select any image from your Cloudinary account and configure its opacity, position, x and y offset (relative to the position) and its size.

In the Text Overlay tab, you can enter the text you want to appear on the video and define its format and position.

In both cases, a preview of the video including the overlays is displayed to the right.



Customizing the video player

In the Video Component panel click the **Advanced** button, then select the **Customize Video Player** tab. Choose a theme, colors, text font and a custom logo. You can enter a link to a website that is opened when clicking the logo, and the URL of the logo itself. The logo URL should be a Cloudinary URL, so first upload your logo to Cloudinary and copy its URL here.

Applying transformations to the video

You can add a custom transformation to the video by specifying the URL syntax in the **Transformation override (advanced)** text box. See the video transformation documentation for details: https://cloudinary.com/documentation/video_transformation_reference.

Note: Any transformations already applied through the **Advanced** dialog are disregarded.

Click **Save** in the Video Component panel and you'll see the transformed video displayed in the component.

Storefront Functionality

There is no storefront functionality.

4. Testing Status

The Cloudinary Page Designer cartridge is supported for en_US and was tested against:

- B2C Commerce Version: 20.6 (Compatibility Mode: 19.10)
- SFRA 5.0

5. Operations, Maintenance

Availability

The status of Cloudinary's services can be found on our service status page - <https://status.cloudinary.com/>. From here, you can subscribe to service status updates.

Support

Contact our support team if you have any issues with the cartridge.

<https://support.cloudinary.com/hc/en-us>

6. Release History

Version	Date	Changes
19.1.0	2019-08-15	Initial release
20.1.0	2020-06-23	Added image component and updated video component.