

# The State of Visual Media

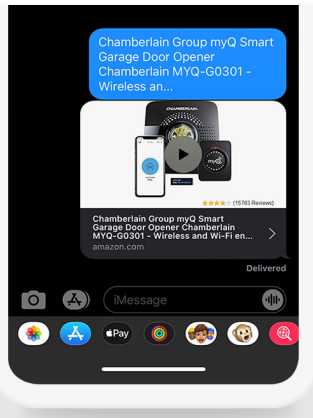
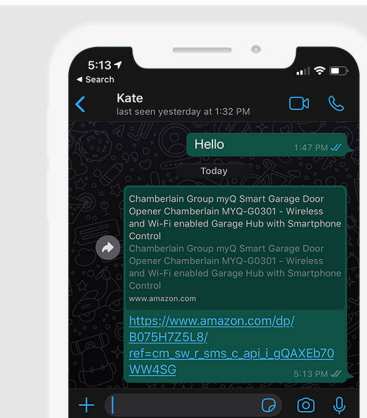
2020 REPORT

## 6 ways to make the digital experience as powerful as your vision



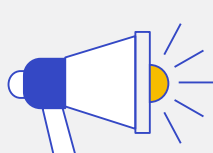
### 1. Microbrowsers

Make the most of those "small screen, big impact" engagement opportunities



23  
BILLION

23 billion text messages are sent every day.  
Source: SMSeagle

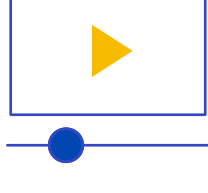
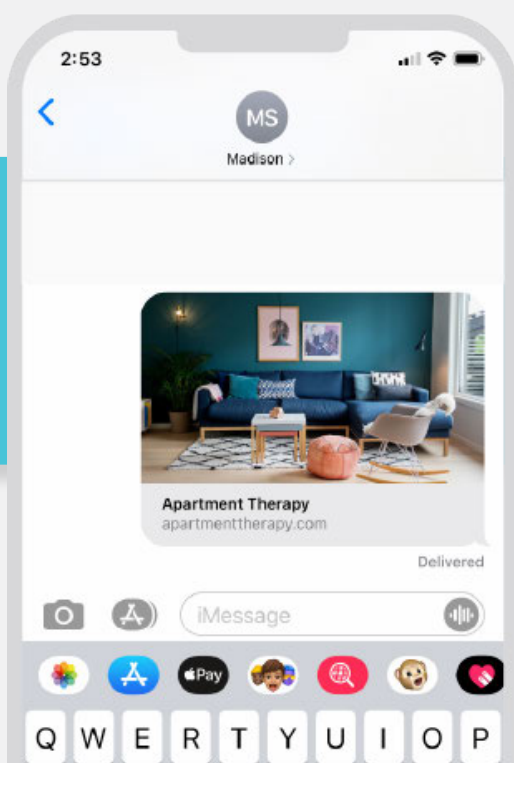


### 2. Social & Advertising

It's time to turn a light on the engagement you can't see

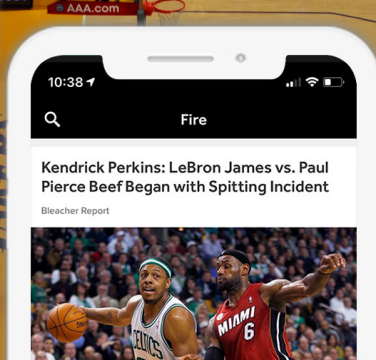
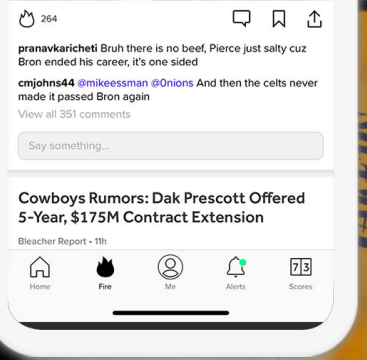
77.5% of link shares are through dark social.  
Source: GetSocial

77.5%



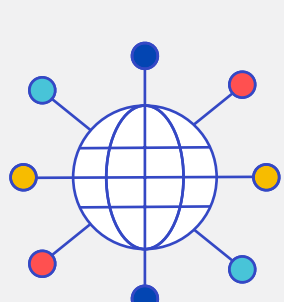
### 3. The Power of Video

From micro-video content to small screen formats, the big impact of video cannot be overstated.



350%  
INCREASE IN VIDEO VIEWS

Bleacher Report view increase after they used Cloudinary to transcode videos into a streamable format.



### 4. Going, Going, Global

Different markets mean different browsers and devices. Game on!

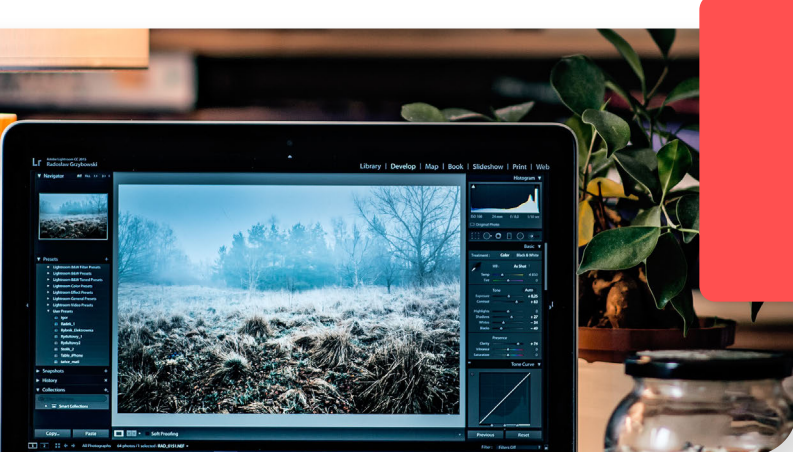
Represents browser traffic in Eastern Asia.

+62%  
NINTENDO DS



### 5. Next-Gen Formats

The Visual Web is ready for its close up. Are you?



16  
MILLION

PNG files are able to handle up to 16 million colors, compared to the 256 colors supported by GIF.



### 6. Measuring for Success

Remove measurement blindspots to better understand what's engaging and what's not to optimize spend and deliver the visual experiences that connect and convert.

2019 worldwide marketing spend.  
Source: GroupM

\$1.6  
TRILLION



 Cloudinary

Get the full report

[cloudinary.com/state-of-visual-media-report](https://cloudinary.com/state-of-visual-media-report)