Simplify video hosting & delivery with ImageKit

Get uninterrupted video delivery to drive engagement and conversions across all platforms with a reliable video CDN.

Over 1,000 businesses and 70,000 developers trust ImageKit with their images and videos on the web.

Deliver to all platforms from a single video

Upload your original video, or connect your existing storage to ImageKit, and deliver different variations and formats from a single source file in real-time.

URL-based, developer-friendly API

Dynamically resize, crop, compress, and a lot more with your videos with the URL-based video transformation parameters.

Personalize video experiences at scale
Brand your videos with your logo, target individual users, or create picture-in-picture content in real-time with image, text, and video overlays. [Learn more](#)

**Generate video thumbnails and previews instantly**

Easily create video thumbnails and shorter previews from the exact frames you want. Transform and optimize these generated assets to deliver a user-friendly video experience. [Learn more](#)

**Start streaming videos in minutes**

Generate DASH and HLS manifests in near real-time and deliver adaptive bitrate streaming experiences with any video player. [Learn more](#)

**Adapt videos for mobile**

Resize videos to a smaller width or create vertical videos targeting mobile platforms that drive user engagement. [Learn more](#)

**Visualize your**
Optimized bandwidth consumption by 25%

Customer experience is of paramount importance at BigBasket. We looked to solve image optimization and delivery as a part of our experience optimization exercise across BigBasket’s apps and website. While we were looking at other tools in the market and deliberating on building a solution internally, ImageKit came in just at the right time. It solved our main concerns - excellent performance and optimization, the right visual quality, an almost zero-effort integration, and great pricing. We didn’t have to think of any other alternative after going through ImageKit’s demo.

Rupesh Kumar, Director of Engineering, BigBasket

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