

## **Contentstack Composable DXP**

An overview of the leading enterprise digital experience platform for the

# Creative **Professional**



# It starts with **Contentstack**

## Our Mission

Contentstack gives organizations the power to tell their stories and connect with the people they care about through inspiring, modern experiences. With Contentstack, you can now reach more customers globally and realize greater value and return on investment (ROI). Our Composable Digital Experience Platform (DXP) is the backbone to your content deployment needs. We bring everything together into a unified and framed system that allows your tech stack to grow as you do.

## Composable is in Our DNA

Our success comes from empowering business users and developers alike to manage and deliver content experiences across any channel that exists or could exist in the future.

As an industry leader, Contentstack empowers tens of thousands of business users and developers globally to deliver composable digital experiences at the speed of their imagination. This means less time spent between ideation and launch, allowing you to take full advantage of all possible digital touchpoints to engage your customers in a meaningful and differentiated way. All of this is made possible with our industry-leading technology, our dedicated expertise and care, and our proven economics and ROI analysis.

## Our platform

Contentstack is the only MACH-certified composable DXP to offer businesses flexibility and efficiency like never before, with a completely customizable, simple system built for the enterprise at any scale. Companies around the world trust the Contentstack platform to jumpstart new business initiatives, modernize content operations, and accelerate commerce and growth. Contentstack backs each and every deployment with unmatched support through its Care Without Compromise™ program comprising dedicated technical expertise, 24/7 real-time in-app human support, and harmonized cross-vendor care.

With Contentstack, you can now reach more customers globally and realize greater value with a return on your ROI. Our composable DXP is the backbone to your content deployment needs.



## The world's **top brands** trust **Contentstack**



# Why Contentstack

## Deliver personalized experiences everywhere

The future of digital-first business depends on how you design your customer experiences. With Contentstack, marketers and developers can deliver highly contextual experiences at the speed of their imagination.

## Why companies like yours choose Contentstack

- **Simplified business logic:** With Contentstack's Automation Hub, you can seamlessly automate manual tasks, build triggers across your marketing systems in just a few clicks, see the full feedback loop, and audit trail.
- **Faster content publishing:** With Contentstack Launch, you can build and deploy your customer experiences faster and improve your developer experience with fully integrated, automated, MACH-compliant front-end hosting.
- **Flexible content modeling:** Organize and scale your content without having to write code. Your content is organized in blocks to help you deliver the best experience at the right time.
- **Responsive live content preview:** Live Preview allows you to ensure your website content looks precisely how you intended before you publish across your marketing channels.
- **Award-winning cross-vendor support:** From architectural advice to proactive performance monitoring, Contentstack's Care Without Compromise promise ensures that our customers continuously get the most out of their use of their platforms and their investments into content experiences.

"Since migrating to Contentstack, updating content has gotten **90% faster**; furthermore, it has allowed K2 to **launch eight websites in less than six months.**"

- Nicole Fugere  
Director of Web Services

"To think that my team is managing all the content **without needing technical skills** whatsoever is astonishing.

They can create the content, publish it, review it, and make sure it is propagated to different environments across our stack **without needing developers** or anyone from the operations teams to be involved. **That is pretty close to magical.**"

-Gireesh Sahukar  
Vice President of Digital





# Core platform capabilities for the creative professional

**Finally, a system that lets you move at the speed of your imagination.**  
Get ready for an entirely new digital creative experience

## Create more experiences, faster

Put the power of composable to work to tell richer stories in more places faster than ever with Contentstack's global platform, built-in automation and AI smarts, and integrated front-end hosting.

## Reach more of your audience, more of the time

Take advantage of the latest omnichannel and personalization technologies to connect with your more of your audience in more meaningful and measurable ways.

## Deliver better results to your business

Generate more of the outcomes that you want, from impressions to clicks to conversions with a platform that puts you in charge from beginning to end.



### Live Preview

Instantly preview content changes across multiple channels in real time via a side-by-side view before saving or publishing to a live website.



### Workflows

Streamline the flow of content from one stage to the next, accelerating the pace of content creation, review cycles, approvals and publication.



### Modular Blocks

Content editors can dynamically create and modify components on a page or app instantly with drag-and-drop ease, eliminating developer dependencies and long wait times to create rich pages.



### Localization

Easily create and publish entries in over 200 languages. With Contentstack, you can meet the needs of your global audience.



### Comments & discussions

Add comments to fields in the entry editor and collaborate with other Contentstack users across the content creation and review process.



### Image editing presets

The Image Preset Builder app, found in our Marketplace, makes it easy to build customized presets for any image file to tailor your assets with specific formatting and sizing for entries.



### Releases

Publish more content in half the time with our flexible batch release process.



### Automation Hub

Automate repetitive tasks between apps with trigger-action business logic to ensure the seamless flow of data and decisions across your composable stack.



### Marketplace

Your one-stop shop for readymade extensions and one-click integrations with third-party tools. Discover and combine the best technologies to achieve your desired business outcomes.

# Real data with real results



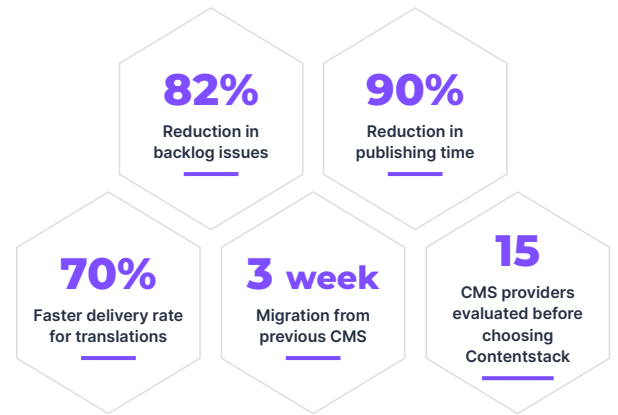
## For Icelandair, it's a perfect fit

Switching to Contentstack's Composable DXP helped Icelandair design, develop and launch a new website that fully supported their modular approach to content design.

"I don't have to depend on the developers to do everything. I can go in and make changes instead of them having to do all the work. Simplicity in the UI, both for content editors and technically savvy people, has helped us."



Hallur fiór Halldórsson  
UX Writer and Content Designer



**Contentstack** is the industry's only fully automated composable digital experience platform (DXP), powered by the #1 headless CMS. Contentstack empowers marketers and developers to deliver composable digital experiences at the speed of their imagination. Companies such as Alaska Airlines, ASICS, Burberry, Callaway, Chase, Icelandair, Mattel, McDonald's, Mitsubishi Electric, and Walmart trust Contentstack to power their most critical content experiences with uncompromising scale and dependability. Contentstack has achieved the industry's highest customer satisfaction rating. Contentstack is also a founding member of the MACH Alliance, advocating for best-of-breed composable technology that is Microservices-based, API-first, Cloud-native SaaS, and Headless.