

Contentstack Composable DXP

An overview of the leading enterprise digital experience platform for the

Modern **Developer**



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

FORRESTER®

Forrester Wave | Strong Performer
Content Management Systems, Q3 2023

IDC

IDC MarketScape 2023 | Leader
Worldwide Headless CMSES

Aragon
Research

The Aragon Research Globe 2023 | Leader
Worldwide Headless CMSES



Core platform capabilities for the modern developer

A fully composable platform that gives you the freedom to build scalable digital experiences faster and easier than ever.

Freed from content fixes, you can focus on what you do best.

Build the tech stack you've always wanted

Tap into Contentstack's Marketplace, Developer Hub, App SDK, and custom UI extensions to build and customize the composable DXP of your dreams.

Boost productivity and collaboration like never before

Eliminate team silos and streamline collaboration, with easy-to-setup workflows, built-in commenting and annotation capabilities, and flexible scheduling.

Create and host experiences 2-10x faster

Contentstack's powerful tools enable you to efficiently build and publish content, streamline your workflows, and ensure a timely and engaging digital presence for your audience.



Headless APIs

With Contentstack, you have the flexibility to build an interface and choose the APIs that specifically suit your content goals.



Developer Hub

A centralized place to build and manage custom apps for your business or the Contentstack community.



JSON RTE

Our block-style JSON rich text editor (RTE) lets you add different types of content that you can edit and format without using HTML tags.



Contentstack Launch

Host your website or web app directly from within the Contentstack platform, leveraging our high-speed CDN and proven hosting infrastructure.



Branches

Experiment more and worry less. You are free to use development branching strategies like Git / GitHub / GitLab depending on your team's needs.



Marketplace

The 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.



CLI Tooling

The command-line interface (CLI) is a simple, seamless way to interact with Contentstack using the command line. With this release, developers can now perform common tasks and bulk actions with just a few keystrokes, without having to code.



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.



Native SDKs

Easily build dynamic, custom mobile apps with our mobile SDK. Pull content into your app via APIs, so IT and content teams can work in tandem to get apps approved and launched faster. With our multiple front-end SDKs, your existing core website functionality stays intact.

Additional platform features



ROLES AND PERMISSIONS

Create roles and assign permissions to enable safe publishing and prevent unauthorized changes.



CONTENT REFERENCES

Embed content entries within other content entries, ensuring consistency and governance.



OMNICHANNEL RICH TEXT EDITOR (JSON RTE)

Edit and format the appearance of your text using the rich text editor.



ANALYTICS

Track, manage and analyze all of your CMS usage and activities in one place.



SCHEDULED PUBLISHING

Schedule time-sensitive content pushes in advance.



BULK EDITING OPERATIONS

Publish, unpublish, and delete multiple content entries in bulk.

Code the way you want

Content delivery



Content management



Utilities



Real data with real results



The perfect recipe for Dawn Foods

Company's first composable e-commerce solution. 100 year-old company went from ideation to fully composable and **live in under 22 weeks.**

"Content that could take up to a week to publish using a monolith CMS, **we can publish in less than an hour with Contentstack.**"

Dawn - Gireesh Sahukar
VP of digital



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.