CONTENTSTACK

The leading headless content
management system for enterprise

UNLOCKING
INNOVATION
& AGILITY

"By 2023 organizations that have adopted a
composable approach will outpace the competition by 80%
in the speed of new feature implementation."*

— **Gartner**®

CONTENTSTACK

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 CMS platform 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.

From Legacy Integrator	To Headless CMS Pioneer	To Category Leader
2007	2018	Today

OUR PLATFORM

The Contentstack content experience platform is the only MACH-certified headless CMS 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 content experience 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 CMS platform is the backbone to your content deployment needs.

The world's **TOP BRANDS** trust **CONTENTSTACK**

FREELETICS · postnl · LAD BIBLE · MATTEL · raisin. · promod · BUNGiE · RIOT GAMES · RSA

MITSUBISHI ELECTRIC · Dawn · SCHNEIDER · Shell · McDonald's · 1-800 flowers.com · K2 · ice · overstock

Wickes · Cartier · BURBERRY · 8x8 · PHOTOBOX · ICELANDAIR · Berlitz · Spectrum Health · elastic

NEW LOOK · THE STARS GROUP · Pepperstone · RetailMeNot · chico's · MORNINGSTAR · NU SKIN · Holiday Inn Club Vacations
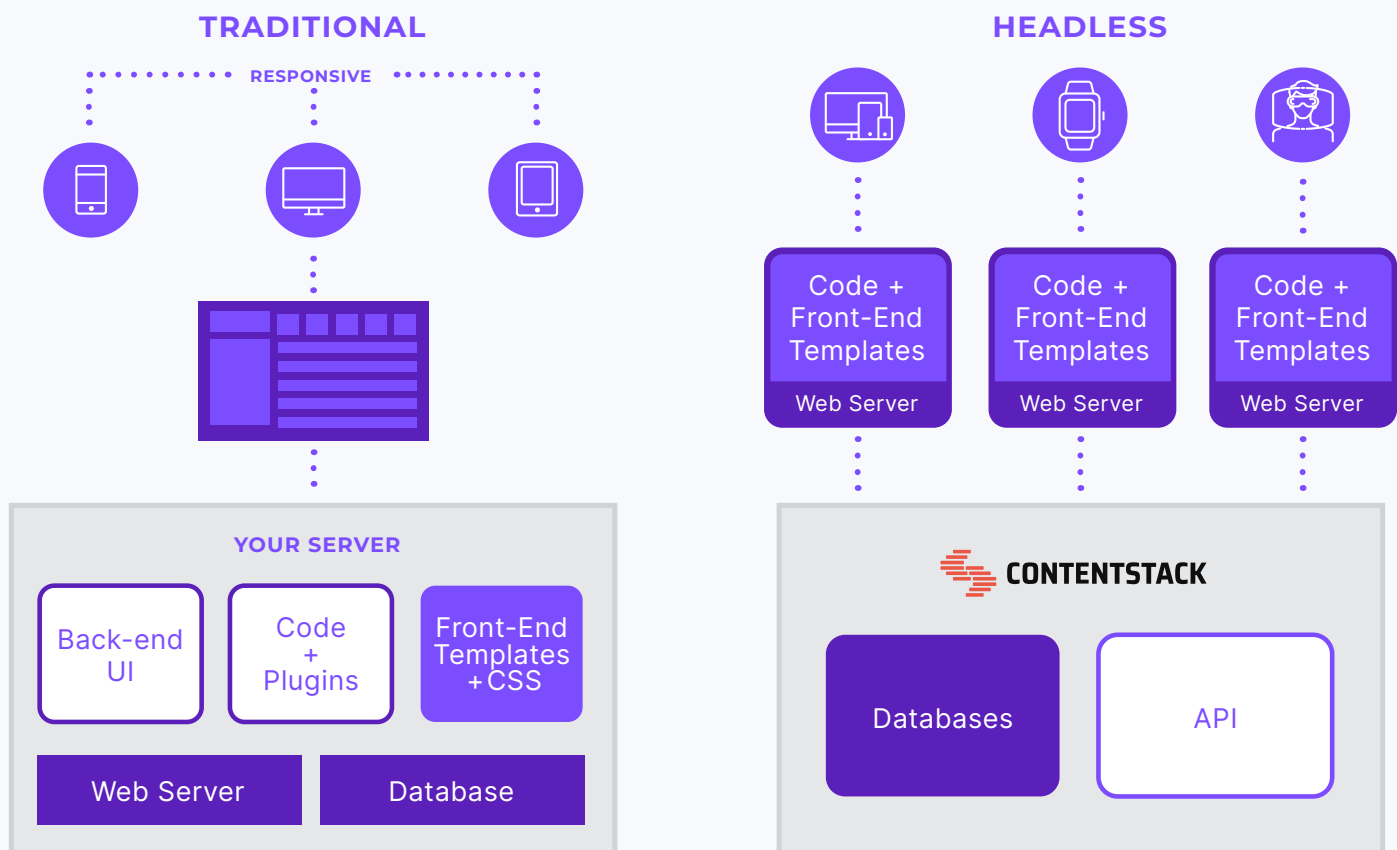
The headless CMS
ADVANTAGE

A headless content management system (CMS) decouples the front end (the content presentation or the "head") from the back end (the "body") to make it faster and easier for content editors and developers to manage and deliver content. You can leverage a rich set of tools and an extensible dashboard to create and manage all of your content and deliver it via APIs to your preferred front-end applications and systems, such as a website, mobile app, tablet, game console, AR/VR, kiosk, jumbotron and virtually any digital device.

CMS Architectures

TRADITIONAL

RESPONSIVE

YOUR SERVER

| Back-end UI | Code + Plugins | Front-End Templates +CSS |

| Web Server | Database |

HEADLESS

| Code + Front-End Templates | Code + Front-End Templates | Code + Front-End Templates |
| Web Server | Web Server | Web Server |

CONTENTSTACK

| Databases | API |

WE MAKE GOING COMPOSABLE EASY!

5 Benefits of Contentstack Headless CMS

As new channels and devices enter the market, it's not enough to just build beautiful and responsive content. You need to be able to do it quickly and deliver it everywhere, as efficiently as possible.

AT CONTENTSTACK, WE HAVE YOU COVERED EVERY STEP OF THE WAY:

BUILT FOR ENTERPRISE GRADE TECHNOLOGY

- SOC-2 Type 2 and ISO 27001 certified; AWS and Microsoft Azure support; Global CDN with 130 PoPs, 99.99% availability
- Fully extensible workflows, best in class with built-in governance, granular user permissioning and audit logs
- Proven at scale with the largest global brands; 42% with >$1B in revenue; 35% publicly traded

FLEXIBILITY AND AGILITY LIKE NEVER BEFORE

- Manage content more easily with Modular Content, Branches, advanced rich-text editing
- Create experiences 2-10x faster with Modular Blocks, Live Preview, JSON Rich Text Editor and Environments
- Boost productivity and collaboration with Comments and Annotation, Task Manager, Releases and Workflows

COMPLETELY CUSTOMIZABLE, TOTALLY SIMPLE

- Your stack your way with 1-click Marketplace, custom UI extensions and integrated Developer Hub with app SDK
- Save time, eliminate errors and simplify workflow processes with the industry's only built-in Automation Hub
- Experience rapid onboarding with 24/7 support and live In-app chat support

DEDICATED EXPERTISE AND SUPPORT

Care Without Compromise™ From architectural advice over proactive performance monitoring to the first cross-vendor support agreement, we ensure that customers continuously get the most out of their investment in Contentstack.

- World-class documentation
- Dedicated Customer Success teams + Solutions Architect + Enablement Services
- Ease of onboarding: in <30 mins
- 24/7 live in-app human support, <2 min response time
- Industry's only cross-vendor support program Care Without Compromise™

PROVEN ECONOMICS AND ROI ANALYSIS*

Results that make a difference, from Forrester TEI Report:

- 295% ROI over 3-year period
- 80% reduction in content-related development time
- 90% reduction in time to publish
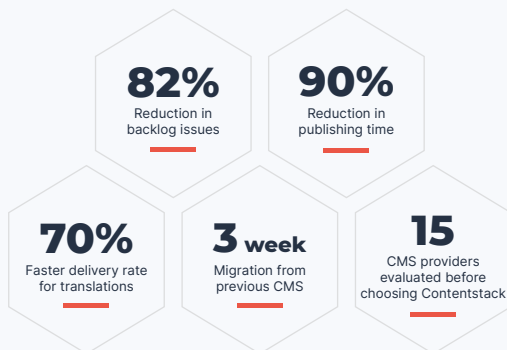- Increase in online traffic and site conversion

Gain your competitive edge

*Contentstack commissioned Forrester Research to conduct a Total Economic Impact (TEI) study to examine the potential return on investment (ROI) enterprises may realize by deploying the Contentstack platform.

SOURCE: Forrester, Total Economic Impact of the Contentstack Headless CMS Platform Report, November 2022

Real data with
REAL RESULTS

HP

Realizing Rapid Results. Deployed composable architecture to power direct-to-consumer program **in less than 45 days** reaching over 6M users across 60 countries.

6M
Monthly visitors within 6 months

3M
New Instant Ink subscribers Feb 2021 YoY (from 6M to 9M

24%
Printing revenue up YoY

30%
Increase in Instant Ink revenue YoY

8.5%
Revenue increase tied directly to print play and learn

82%
Reduction in backlog issues

90%
Reduction in publishing time

70%
Faster delivery rate for translations

3 week
Migration from previous CMS

15
CMS providers evaluated before choosing Contentstack

ICELANDAIR

Reduced publishing times 90% by moving the ticketing platform from traditional open-source CMS to composable architecture **in just three weeks.**

Dawn

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

50%
Customers transitioned to online

10%
Higher average AOV than offline orders

22
Weeks from "no code" to ecommerce platform

80%
Reduction in content publishing time

5%
Increase in sales, immediately after launch

Core platform capabilities
FOR THE CREATIVE PROFESSIONAL

A headless CMS platform that empowers the right people to create and manage content faster than ever.
Get ready for an entirely new digital creative experience.

MODULAR CONTENT

Drives a new level of content reuse and real-time assembly of personalized experiences. Edit using drag-and-drop modular functionality, without needing a developer's help.

CONTENTSTACK
Content Experience Platform

BRANCHES

Improves productivity by allowing teams to work in parallel across functional workstreams without disturbing the live stage.

WORKFLOWS

Set up and define workflows and approvals that map to your business processes for content management and publishing.

LIVE CONTENT PREVIEW

See what your content looks like in a safe staging area before you commit to the changes.

"By making the switch to Contentstack, we'll be able to provide **creative, unique content experiences** and operate with **speed and flexibility** for years to come. We want to provide preeminent digital experiences to our customers and Contentstack will enable us to do that."

—
Peter Nelon
Vice President of Engineering

asics

Core platform capabilities
FOR THE MODERN DEVELOPER

A headless platform that gives you the freedom to build amazing digital experiences faster and easier than ever.
Freed from content fixes, you can focus on what you do best.

MARKETPLACE

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

DEVELOPER HUB

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

HEADLESS APIs

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

NATIVE SDKs

Get everything you need to create dynamic, custom mobile apps with our native mobile and frontend SDKs

DATASYNC

Ensures your digital experience is live, even when your audience is offline

SAAS

No upgrades needed ever. Cloud-native for best possible scaling, stability, availability and performance

"We've tried a lot of CMSes and this has been by far the **easiest to integrate** with our product. It was a no-brainer for switching to Contentstack for an internal website. Having many editors review/make changes to content was a lot harder on other CMSes we used before, and everyone on our team quickly **fell in love with** Contentstack when we switched earlier this year. Would HIGHLY recommend!"

Full Stack Software Engineer
Finance Industry

Some call it magic
WE CALL IT AUTOMATION HUB

SIMPLIFY INTEGRATION COMPLEXITY AND AUTOMATE THE ROUTINE WITH CLICKS NOT CODE

The first-ever integrated solution to automate your headless stack. Simple no-code business logic simplifies the complex and automates the routine. Geared so you can be more efficient, productive and more competitive.

Simple	A no-code solution that streamlines business processes using triggers and actions to reduce repetitive tasks.
Secure	Built-in OAuth support ensures the highest level of security standards.
Scalable	Use prebuilt recipes from the Marketplace or create your own and scale as needed.
Modernize	Avoid premature obsolescence. We'll handle hosting, updates and support for top-tier connectors. Our platform is designed to grow as you grow.

With **AUTOMATION HUB** you'll **EXPERIENCE**:

FASTER INTEGRATION TIMES

Compose faster,
get in the game quicker.

AUTOMATE REPETITIVE TASKS

Say goodbye to the
mundane and manual.

$

ELIMINATE COSTLY ERRORS

Reduce the human element and
improve the operation.
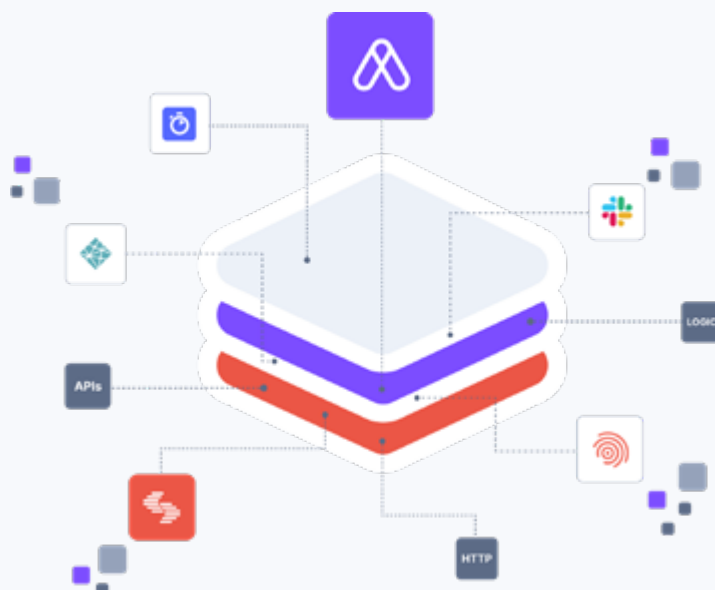
97% of organizations say automation is crucial for digital transformation.

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

| Android | AngularJS | Dart | GatsbyJS | GraphQL | IOS | Java |

| JavaScript | Metalsmith | .NET | NextJS | NodeJS | NuxtJS |

| PHP | Python | ReactJS | React Native | Ruby | Vercel | VueJS |

Make it
Yours

EXPERIENCE EXTENSIONS

Sync your third-party apps, such as Marketing Automation, CRMs, e-commerce, Personalization and Analytics tools, for more power at your fingertips.

CUSTOM FIELDS

Incorporate powerful and flexible custom fields (e.g., color picker, video selector) that are unique to your page, product and business.

DASHBOARDS

Create custom applications and integrations so editors don't need to leave the platform to perform any content tasks. Add widgets to your sidebar to customize your experience even further.

SECURITY

- Single Sign-On (SSO)
- SOC 2 Type II Certified
- ISO 27001:2013 Certified
- IdP Role Management
- GDPR and CCPA Ready
- Content Governance
- Data Protection Officer

DEPLOYMENT

- RESTful and GraphQL content delivery APIs backed by a global Content Delivery Network (CDN)
- Management API
- Granular Webhooks
- Multi-Region Delivery Infrastructure
- API Image Delivery and Transformation
- US and EU Data Centers

SUPPORT

- 24/7 Live Customer Support
- Proactive Customer Success
- Onboarding Program
- Architecture Sessions
- 24/7 Infrastructure Monitoring
- Uptime and Response SLAs
- Assigned Customer Success Manager
- End-User Training

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