Who is Contentful?

- Contentful is the **intelligent composable content platform** that unlocks all of an organization's digital content to deliver impactful customer experiences, making content a strategic business asset

- **Empower marketing and merchandising teams** to develop digital experiences and make changes in minutes rather than days, without reliance on IT

- **Deliver lightning-fast customer experiences** with SAP Composable Storefront and Contentful Composable Content Platform that increases conversion by 20%

- **Provide omnichannel composable content platform** to enable content development and reuse across all channels and digital teams globally

- Target Enterprise accounts in Automotive, CPG, High Tech, Life Sciences, Manufacturing, Oil & Gas, Retail, and Wholesale Distribution

- Focus on North America, DACH, ANZ, BENELUX, France, Nordics, Southern Europe, and UKI

- Decision makers include CDO, CIO, CMO, and VP of Digital Commerce

Consider Contentful if...

- Your customer has a need for brand storytelling in their digital CX experience

- Your customer needs to leverage content across multichannel applications and platforms, such as mobile devices, kiosks, marketing websites, digital billboards, and more

- Your customer is looking for best of breed composable solutions

- Their customers have a poor digital customer experience, are not differentiated, or slow

- Content is stuck in siloes and your customer has outgrown their content solution

- Your customer serves content across multiple channels, geographic regions, or distributed content teams

Organizations that choose Contentful Composable Content Platform and SAP Commerce Cloud to power their commerce experiences will:

Increase speed to market

Reduce reliance on developers and IT

Launch omnichannel experiences in minutes

Aēsop.   asics   elisa   kenvue   NESPRESSO   SMYTHS

ALDO   DANONE   HARTING   Loblaws   PHILIPS