



# Agile ecommerce in practice

How six brands use Contentful to deliver omnichannel, personalized and localized customer experiences



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## INTRODUCTION

# Why leading retailers are taking an agile approach to ecommerce

Customers are interacting with retailers online more than ever before. They're shopping from smartphones, tablets and apps as well as hybrid models that connect these digital channels with in-store experiences. Along with ecommerce channels, consumers are relying on content to help them make confident purchase decisions. For instance, [90% of online shoppers read reviews](#) with 54% of them reading at least four.

This surge in online shopping and information consumption is mirrored by customers' expectations for seamless and convenient shopping experiences. According to our [2021 ecommerce trends survey](#), shoppers are looking for omnichannel experiences that are personalized and localized to make their shopping fast and frictionless. Consumers who don't find what they're looking for quickly and easily have the option to go elsewhere with the click of a button. They no longer have to settle for what's local. They can sift and surf endlessly to find the best deals, highest quality products and most meaningful customer experiences.

Although the stakes are high, ecommerce isn't a game of win or lose. It's a game of win or improve.

For companies to keep pace with changing customer preferences, global demand and evolving digital landscapes, they need to adopt an agile approach to ecommerce that allows them to be responsive to customer expectations and iterative with the experiences they ship. Content is key to this agile approach, allowing brands to create context for commerce every step of the way. If the final destination of the online buyer journey is the checkout page, content is the mode of transportation that gets customers there.

From a customer perspective, agile ecommerce is all about differentiated, immersive and connected experiences that give them the right content at the right time. From a business perspective, it is about accelerating innovation for teams by enabling them with consolidated, flexible and connected tooling to scale the production and delivery of these differentiated experiences.

In this ebook, we highlight how leading retailers use an agile approach to ecommerce to create personalized, localized and omnichannel experiences for their customers.



#### CASE IN POINT

## Omnichannel experiences

Omnichannel delivery is about creating a consistent experience across all channels and devices customers engage with.

At the inception of ecommerce, things were simple. Consumers were tethered to desktops and retailers looking to enter the digital world needed only to launch a single, static site. Today, the digital landscape has exploded with customers using apps, smart devices, social media platforms and more to do their shopping. Delivering successful omnichannel experiences means a company's message, pricing, product information, tone of voice, brand design and other details are consistent no matter where a customer interacts with its brand.

Omnichannel delivery isn't strictly digital. Hybrid shopping models, where consumers browse online and buy in-store or browse in-store while filling their digital shopping carts, are part of the modern ecommerce experience. While online shopping preferences are trending upwards, the benefits and steady popularity of in-person shopping, which comes free of delivery fees and delivery times, are forcing brands to ensure their digital and physical shopping experiences inform one another.

Managing the complexity and scale of omnichannel experiences is where brands face their biggest challenges. Companies run into technical limitations with legacy or monolithic content solutions. These content management systems were developed to support single-channel experiences. Now that customer touchpoints are sprawled across devices and channels, these legacy systems create content silos that require digital teams to copy, paste and recreate content within each system manually. Contentful's content platform offers brands a single content hub that structures content with content models for delivery anywhere and everywhere. Being an API-first tool, Contentful not only allows teams to reuse content across channels quickly, but also integrate new tools and apps to better inform, target and tailor content across the omnichannel customer journey.

Continue reading below to find out how two retailers met more customers in both digital and physical spaces with help from Contentful.



## Bang & Olufsen



**HEADQUARTERS**  
Struer, Denmark



**COMPANY SIZE**  
2,000



**ESTABLISHED**  
1925

For nearly a century, [Bang & Olufsen](#) has been making music for customers' ears so much sweeter with its high-quality, timeless headphones. Inspired by the great listening experience its products provide, Bang & Olufsen set out on a mission to offer equally impressive shopping experiences. This meant offering cohesive, consistent online and in-store shopping experiences translated into customers' preferred languages.

### Life before and after a content platform

Ecommerce challenges	Solutions with Contentful
Monolithic platform restricted omnichannel delivery	Unified content platform and structured content supports omnichannel delivery ✓
Code coupled with content was error-prone and not reusable	Headless setup removes content from presentation making it reusable across channels ✓
Online and in-store product listings were housed in separate backend systems	Microservice architecture supports easy integrations to unify product listings ✓
Separation of the website and digital storefront proved confusing to navigate	Content platform consolidates the brand's website and storefront into one hub ✓

## Using composable architecture to connect omnichannel experiences

Before Contentful, Bang & Olufsen had a monolithic platform running its ecommerce site rather than a purpose-built ecommerce tool and content solution. This setup constrained the number of channels where the company could connect with customers as product information and content were directly tied to a presentation layer. This coupling also made it difficult to recycle content – doing so came with risk for error and inconsistency across brand touchpoints. To offer seamless in-store and online experiences for customers, Bang & Olufsen’s legacy system needed to be replaced.

The company was hopeful that a new content solution could also unite its separate product website and digital storefront. With this setup, customers had to jump through hoops as they moved from browsing products to purchasing them. From a product management standpoint, there was also the issue of connecting online and in-store sales systems. Despite shared monolithic technology, nothing was connected, much less seamless.

A microservice architecture with headless components was a strong contender to solve Bang & Olufsen’s problems. This approach would allow the company to design and deliver on-brand content online and in-store while offering customers a more enjoyable browsing and buying experience.

Bang & Olufsen quickly deployed Contentful as its content platform and integrated it with [commercetools](#), a commerce platform to support its online storefront. Contentful’s extensibility, quick response times and simplicity in creating and supporting various content needs motivated the rebuild. Contentful’s API-first functionality and [App Marketplace](#) made connecting the platform to commercetools easy. The two technologies worked well together and enabled Bang & Olufsen to introduce new microservices as needed.

### The Contentful App Marketplace

With Contentful’s API-first functionalities, it’s easy to integrate third-party or custom-built apps. To streamline the process further, we’ve created a marketplace that supports easy installation of the most trusted and varied purpose-built tools.

App Marketplace categories:

- Analytics
- Artificial intelligence
- Collaboration
- Commerce
- Deployment and delivery
- Productivity
- Digital asset management
- Marketing
- Optimization
- Personalization
- Search
- Translation
- Video

[Visit the marketplace](#)

“We wanted maximum flexibility for the future of our ecommerce strategy. With Contentful’s headless approach, we [can] create inspiring shopping experiences for our customers. As a next step, we can flexibly integrate the physical stores of our retailers.”

**Tomas Antvorskov Krag**

Director of Ecommerce at Bang & Olufsen

With a modular architecture and reliable stack, Bang & Olufsen merged its two websites. Customers could finally learn about and purchase the latest products in the same location. The company also connected its ecommerce and in-store IT systems for consistency and cohesion.

In the case of Bang & Olufsen, the numbers say it all. Tomas Antvorskov Krag, director of ecommerce, has been tracking them. With Contentful, the company enjoys page load times of just 3-4 seconds – a huge drop from pre-Contentful reports at 16-20 seconds. More impressively, the ecommerce site’s conversion rates jumped by 60%, and the average order value increased by 13%. Cart-to-checkout rate of progression doubled.

In trusting Contentful to support its move away from monolithic architecture, Bang & Olufsen has positioned themselves to scale and deliver great omnichannel customer experiences – whatever that looks like in the future.

**Learn more about Bang & Olufsen’s ecommerce success with Contentful**

[Read the full case study](#)





## Shiseido Professional



**HEADQUARTERS**  
Tokyo, Japan



**COMPANY SIZE**  
10,000



**ESTABLISHED**  
1872

With operations in Asia, Europe, Africa, the Middle East and both North and South America, [Shiseido Professional](#), an extension of famed brand Shiseido, has a complex digital estate. The company offers beauty salon owners and stylists a wide range of products on its site, including styling and trend tips, an e-learning platform, digital tools for stylists to use with their clients, and treatment recommendation engines. In offering the best customer experiences, the company saw an opportunity to create more consistent messaging for international consumers by incorporating new technology.

### Life before and after a content platform

Ecommerce challenges	Solutions with Contentful
Lacked a central content platform to unite digital properties	Content can be created, edited, published and stored from one location for reuse anywhere ✓
Content was inconsistent across brand touchpoints	Structured content and content modeling support error-free content reuse ✓
Content creation was inefficient and costly	An easy-to-use text editor supports development-free content creation ✓
Localization and translation were time-consuming	Parallel workflows facilitate collaboration between content creators and translators ✓

## Streamlining content delivery and increasing customer engagement

Before its digital platform initiative, Shiseido Professional lacked a consolidated platform and centralized content solution. The absence of these tools made content management and publishing a lengthy, costly process that relied on external partners and vendors. This lack of cohesion created brand inconsistencies across regional markets and digital touchpoints.

Shiseido Professional needed a platform to support brand consistency across social media and digital advertising initiatives. Whatever it chose also had to enable internal content creators to work efficiently in different market-specific languages. Quantitatively, Shiseido Professional wanted to increase site traffic and engagement, drive revenue and lower development costs. To do this, they worked with [Contentful solution partner R/GA](#) to create a “Lean Experience Stack” with Contentful at its foundation.

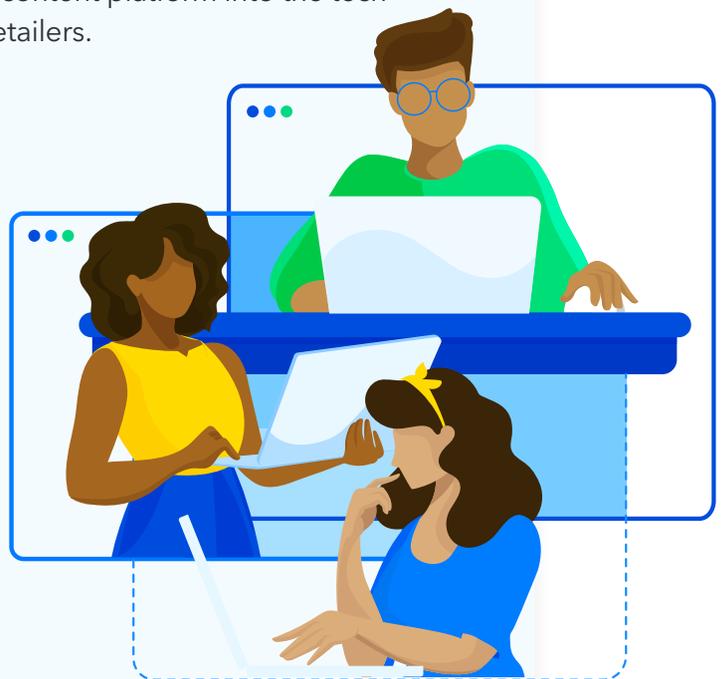
### Contentful solution and technology partners

There’s nothing wrong with asking for help – especially with ecommerce initiatives too large, complex or technical for internal teams to handle. Contentful offers a Rolodex of trusted solution and technology partners with vast experience incorporating our content platform into the tech stacks and strategies of global digital retailers.

Services offered by partners:

- Content services
- Contentful implementation
- Content modeling
- Technology solution consulting
- Change management
- Staff augmentation

[Meet our partners](#)



“Today, we are more connected. We work faster. And everything we do can be updated instantly.”

**Claudia Kim**

Vice President and Global Brand Director at Shiseido Professional

Shiseido Professional marketers saw immediate improvements in productivity and collaboration. Content development costs were cut in half, and publication went from taking months to minutes. With Contentful as part of the stack, content is consistent across Shiseido Professional’s digital properties, including social media and digital advertising. With this level of alignment, customers get the same great experience no matter what platform or device they’re browsing from. Shiseido Professional has been able to localize content for eight languages and tailor it to 12 regional markets.

Since introducing Contentful, site traffic and engagement metrics have significantly increased.

The company was able to start small, measure success and then, as its new content platform and workflows proved successful, scale across its regional markets. With a new platform to scale for future needs, the company can confidently project monthly timelines for new digital properties instead of years.

R/GA found the implementation of Contentful quick and seamless. It took the engineering team just a few weeks to fully integrate Contentful. While Shiseido’s Lean Experience Stack supports four customer-facing channels now, there are plenty of opportunities to scale.

**Learn more about Shiseido’s  
ecommerce success with Contentful**

[Read the full case study](#)





## CASE IN POINT

### Personalization

According to a [survey](#) by Accenture and the Retail Industry Leaders Association, 63% of consumers are interested in personalized shopping experiences.

Personalization – which can take any number of forms from targeted pop-ups to localized maps to relevant product recommendations – tailors commerce experiences to an individual consumer’s needs. With the right mix of data, language and product positioning, personalization helps customers make confident purchase decisions by giving them the right information at the right time for the products or services they’re looking for.

Successful personalization experiences connect consumer data with product information and contextual content across the buyer journey. They consider if a shopper is a return buyer, what products they’ve recently viewed, if there’s a sale in their region and more. These considerations require brands to orchestrate an enormous amount of content to meet the different personalized variations of each of their customers. It also requires brands to modify these personalized experiences rapidly to stay in lockstep with new campaigns, promotions and consumer behaviors.

Contentful’s content platform helps brands optimize and scale their personalization efforts through a structured approach to content. Instead of creating thousands of one-off pieces of content, digital teams can create a single content model with components that can be mixed and matched to support personalized experiences. To power personalized experiences, Contentful’s extensible platform allows brands to choose and integrate the best microservices to build an ecommerce tech stack that meets their unique customer and business needs.

Continue reading below to see how two ecommerce retailers in very different industries are using Contentful to build out personalized customer experiences.

Check out our [personalization workbook](#) for a step-by-step guide on implementing an intent-based personalization strategy.





# ALDO

## The ALDO Group



**HEADQUARTERS**  
Montreal, Quebec



**COMPANY SIZE**  
5,000



**ESTABLISHED**  
1972

For half a century, [The ALDO Group](#) has been a leader in fashion retail. And while their 3,000+ global stores continue to attract shoppers, the company saw an opportunity to optimize online sales across its brands with curated experiences for its customers. As the company matured digitally, it looked to swap out its clunky, outdated CMS for something flexible enough to keep up with its ambitions.

### Life before and after a content platform

Ecommerce challenges	Solutions with Contentful
A clunky, outdated CMS compromised security and reliability	Security and reliability improve with cloud-native storage and governance 
Integration limitations hindered personalization capabilities	API-first features give developers the freedom to integrate preferred personalization tools 
Marketing campaigns heavily dependent on developer support	Campaigns launch quickly and can be scheduled in advance 
Regular content publishing and editing dependent on developer support	Creatives can manage content independently with an intuitive UI and text editor 

## Making time to test and iterate with personalization

For a company that values customer knowledge and serves curated experiences to its clientele, ALDO faced several roadblocks that stood in the way of its personalization goals. Their first issue was time. Though content plays an instrumental role in ALDO ecommerce and retail strategies, the team was concerned about how time intensive content changes were to make. This kept them from focusing on more strategic efforts like curated experiences. Second, once content management was streamlined, they needed a platform that allowed them to iterate on their tailored customer experiences with conditional content, bi-variate testing and personalization.

“In today’s competitive landscape, offering a personal and relevant digital experience is crucial. We needed a product that would scale with our ambitions.”

**Daniel Morabito**

Product Owner, Ecommerce at The ALDO Group

Getting time back was their first priority. To streamline content management, the company implemented Contentful to power its UI elements across its three brand websites: Callitspring.com, Globoshoes.com and Aldoshoes.com. Landing pages, promotion banners and copy moved to Contentful so they could be managed through a single content platform. This allowed the company’s 30-person marketing and merchandising teams to own content creation and publishing without relying on developers for time-consuming approval workflows. For large, time-sensitive initiatives common in the fashion industry, the brand can create and schedule launches ahead of the go-live date without the worry of bugs or blockers common with their old system.

With the time required to manage and publish content reduced significantly, marketing teams could focus on creating and implementing new content to support their personalization efforts. With Contentful’s modular approach to content and integration with [personalization tools](#) that allow for A/B testing and optimization at scale, Contentful is quickly becoming a foundational piece of The ALDO Group’s content strategy. As the company dives into greater experimentation and builds out even more personalized content, The ALDO Group will leverage its strong foundation to continue providing relevant, straightforward and enjoyable customer experiences.

**Learn more about The ALDO Group’s ecommerce success with Contentful**

[Read the full case study](#)



moonpig

## Moonpig



**HEADQUARTERS**  
London, England



**COMPANY SIZE**  
350



**ESTABLISHED**  
2000

[Moonpig](#) is all about connecting loved ones at heartfelt moments through cards, gifts and bouquets. With Moonpig offerings being purchased online and delivered to the recipients' front door, the company became increasingly popular during Covid-19. At this time, Moonpig had the unique opportunity to reinforce its position as an industry leader. To achieve this, Moonpig needed to refresh its web and mobile apps and find the capacity to build upon its already positive customer experiences and unique offerings.

### Life before and after a content platform

#### Ecommerce challenges

An unoptimized mobile experience limited sales on smartphone devices

Content maintenance halted progress on new, personalized projects

Outdated web designs impacted navigation and brand recognition

Concern about investing in the wrong technology and slowing implementation

#### Solutions with Contentful

Consistent, reliable, omnichannel delivery increases mobile sales

A unified content hub limits content errors and maintenance tasks

An expansive app integrations and code libraries support quick redesigns

Sandbox environments boosts developer confidence



## Editor autonomy creates more flexibility for personalization efforts

For companies on the precipice of digital transformation, there's a turning point – a moment when long-standing issues come to a head and a solution presents itself. For Moonpig, this moment occurred after Head of Product James Huppler joined the team. For as long as it had been standing, Moonpig's website experienced errors and broken code with each content addition and correction, presenting the opportunity for new issues to arise. With fixes becoming a routine task for developers and content creation and publication dependent on engineering, the creation of new content and improved experiences stalled.

Moonpig needed a reliable content solution that gave content editors autonomy and reduced the risk of broken code. This required an intuitive user interface that allowed content editors to fully own the content creation, editing and publishing processes. In replacing its CMS with Contentful, Moonpig gained reliability, editorial autonomy and, more importantly, time and resources to devote to more strategic efforts.

To ensure Moonpig could enjoy these achievements before fully investing in Contentful, they used the platform's sandbox environment to tinker, toy and test the product. "A lot of what we wanted to do, and what our customers were asking us to do, required upfront development before we could prove that the change actually improved customer experiences," says James. At this stage, Moonpig engineers consulted [Contentful's extensive documentation](#), SDKs and API Marketplace. Success at this stage led Moonpig to implement the content platform fully.

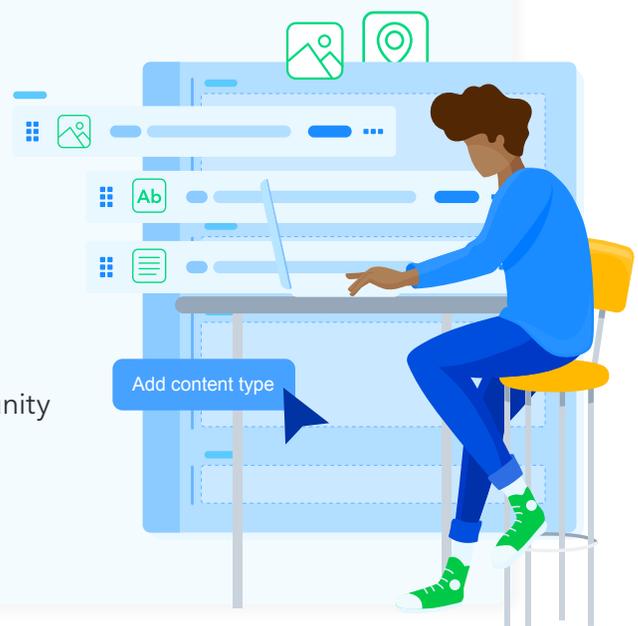
### Contentful developer resources

With Contentful's extensibility, the opportunities to develop the platform in a way that better serves your brand are endless. To provide developers with inspiration, instruction and updates on platform improvements, we've built a developer portal.

Portal offerings:

- Documentation
- Event information
- Product demos
- Developer blog posts
- Access to the Contentful Slack Community

[Visit the portal](#)



“We wanted [a solution] that was so flexible, modern and scalable that we could just forget about it in the nicest possible way.”

**James Huppler**

Head of Product Design at Moonpig

Shortly after committing to Contentful, Moonpig’s editorial team was able to take over content management operations. In doing so, new content launches occurred in timeframes previously unthinkable – and with zero developer dependence required. For the 100 individuals on Moonpig’s tech team, this was – and still is – something to celebrate.

With automated workflows and Contentful’s Content Management API extending team productivity further, Moonpig developers could focus their attention on improving customer experiences. They were able to revisit personalization projects put on pause like Group Cards and the Card Editor, which, now widely available, let customers personalize their purchases for each recipient. They were also able to expand their personalization efforts to include targeted product recommendations based on specific events, holidays and previous purchases.

Beyond achieving what they initially hoped to, Contentful helped Moonpig optimize its iOS and Android apps. Its on-the-go interface allows customers to send cards and gifts when they are out and about, recently making it a top app. Next, Moonpig hopes to bring on-demand greeting cards to even more markets using Contentful’s dependable global content delivery networks and extensive [App Framework](#).

**Learn more about Moonpig’s  
ecommerce success with Contentful**

[Read the full case study](#)





CASE IN POINT:

## Localization

Ecommerce is allowing retailers to reach their full global potential by entering new geographies and markets through digital channels.

While ecommerce expands the pool of prospective customers for retailers, it comes with the challenge of ensuring content speaks appropriately across languages, dialects and cultures. According to [CSA Research](#), “76% of online shoppers prefer to buy products with information in their native language,” and “40% will never buy from websites in other languages.”

Like personalization, localization can be as simple or complex as an organization chooses to make it. It might be as simple as mirroring websites, apps and product information across localized languages or go as granular as translating product reviews, localizing product offerings and targeted product information to reflect regional preferences or regulations. To meet these needs, brands can translate their content through automated AI tools or do so manually with in-house teams or third-party vendors. The challenge comes in scaling these processes across technical and marketing teams and distributing content efficiently without duplicating efforts.

Whether a company’s localization strategy is straightforward or complex, a content platform makes it easy to version different sites, adjust product listings and manage associated campaign assets. Contentful’s content platform uses a modular approach to content, decoupling it from any single presentation layer. This allows teams to keep universal content elements consistent across experience channels while having the flexibility to localize and personalize content. With an extensible content platform like Contentful, brands can integrate with the best translation tools and processes to focus less on the logistics of localization and more on delivering the best shopping experiences for their global audiences.

**See Contentful’s localization capabilities in action.**

[Watch our demo on global marketing and localization >](#)



Continue reading below to see how two ecommerce retailers brought their services to new markets by way of localization tools integrated with Contentful.

# MATCHES FASHION



## MATCHESFASHION



**HEADQUARTERS**  
London, England



**COMPANY SIZE**  
800



**ESTABLISHED**  
1987

Well known for curating sophisticated, designer clothing and home goods collections, [MATCHESFASHION](#) has been transitioning its brick-and-mortar business to digital spaces. When the company went shopping for a new content solution, it began searching for something agile and capable of managing web and mobile app marketing campaigns at the global level. With 95% of its revenue already attributed to online sales and customers across 176 countries, its content platform had to support its global audience.

### Life before and after a content platform

#### Ecommerce challenges

Lacked a central content platform to scale marketing efforts

Struggled to localize content to different languages, currencies and time zones

Web and campaign launches were tied to developer schedules

Limited customizations constrained experimentation

#### Solutions with Contentful

Content is centralized for easy access and reuse across channels

The API-first platform integrates with purpose-built localization tools

Content can be managed independently with an easy-to-use text editor

Extensibility supports UI customizations and easy integrations



## Streamlining content management to make room for localization

Like other ecommerce brands looking for a new content solution, MATCHESFASHION's marketing team felt its productivity waning. The company's overarching need was for a content platform that would let marketing operate in a more agile way. Marketers were slowed down by their reliance on their technical colleagues. This created lengthy processes for building any new piece of content, whether it was the weekly refreshed home page, a news article or a campaign banner. For a company that operates globally, streamlining the localization process, in particular, was a must.

MATCHESFASHION was already using Contentful for a portion of its iOS shopping app. The platform's ease of use and support for integrations encouraged MATCHESFASHION to launch a proof of concept to see if it would support its global retail needs. Within a week of training on Contentful, marketers were working independently of developers, giving them the ability to be more flexible and responsive with their marketing content.

### Ready to launch your own proof of concept of Contentful?

[Sign up for a free Community space and get building >](#)

To support its localization needs, MATCHESFASHION's marketing teams were able to use templates to localize content across markets, allowing them to publish content in appropriate languages and prices in local currencies. Workflow capabilities within the platform also facilitated collaboration between translators and marketing team members.

"Collaboration between marketers, designers, editors and translators has improved," says Chloe Doncieux, senior product manager at MATCHESFASHION. Where the old publishing process required 15 people to manage, one person can now take care of it all. "That's especially handy when we launch outside of office hours," Chloe says.

### The Contentful Learning Center

At Contentful, we don't just throw users into the deep end and hope they figure out how to use our platform. We offer a number of resources that educate technical and non-technical users on Contentful, its many features and how to use them effectively to create content, design content models, develop applications, strategize new projects and more.

Resources offered:

- Courses
- Podcasts
- Workshops
- Contentful certifications

[Explore our resources](#)

“Contentful has been game-changing for MATCHESFASHION. It’s allowed us to be more flexible and reactive than ever before with our marketing content. We’ve also streamlined processes for multiple teams across the business. The tool is easy to get started with. It has given me real control over my campaigns.”

**Elizabeth Calow**

Trading and Campaigns Manager at MATCHESFASHION

Since implementation, MATCHESFASHION has ramped up its marketing campaigns across web and mobile with no gaps in the message. Everything is consistent as content served to individual touchpoints is pulled from a single content hub.

“Contentful strikes a lovely balance between giving us the flexibility to customize things unique to our business while also allowing us to get something up and running quickly,” says MATCHESFASHION CTO Dan Knight.

To speak to Contentful’s flexibility, MATCHESFASHION has built several custom UI components to meet business-specific needs. Its developers have also created an app that visually renders marketing activity created in Contentful. Both the marketing team and developers look forward to extending Contentful’s implementations.

**Learn more about MATCHESFASHION  
ecommerce success with Contentful**

[Read the full case study](#)





## Staples Canada



### HEADQUARTERS

Richmond Hill, Ontario



### COMPANY SIZE

3,000



### ESTABLISHED

1992

[Staples Canada](#), formerly part of the US-based Staples Inc., is an independent, privately-owned retailer that has expanded beyond office supplies to a range of business solutions, including co-working and hosting events, and is the largest retailer of office supplies and business solutions in Canada. Understanding how integral content is to the brand's commerce strategy, it looked for a content platform that allowed it to operate at the speed and scale of its growing audience.

### Life before and after a content platform

Ecommerce challenges	Solutions with Contentful
Lacked a content platform that integrates with ecommerce tools	API-first nature supports easy integrations with in-house or third-party tools and apps ✓
Site updates occurred just once a day, limiting marketing agility	Support for CI/CD methodologies enables frequent updates and launches ✓
Scheduling content to launch ahead of time wasn't an option	Purpose-built apps support scheduling well in advance ✓
Incorporating manual translations to localize content was difficult	A clear UI and support for parallel workflows streamline manual translation ✓

## Using a flexible content platform to go to market quicker across audiences

“We knew we could not launch Shopify without a powerful CMS,” says Jeff Serota, Staples Canada’s senior director for product management. “We needed to be able to edit individual content pieces and schedule content for when we wanted to publish it.”

Staples.ca’s old platform refreshed once per day, which limited the business in critical ways. “With Contentful, we’ve gone from taking an extra day – or two – to launch a new product to being able to launch right after any of our partners tells us about a new product,” says Jeff. “If they launch at 1:00 p.m., we can have our own promotion live at 1:05. That’s better for our customers and better for our partners. It’s an absolute game-changer for us.”

In addition to supporting scheduled and streamlined publishing, Staples.ca’s content platform had to manage localized content and deliver it across multiple channels. The team prefers to manage its translations in-house, giving them more accuracy and control over the content. Whereas some content management systems force teams to duplicate efforts through copying and pasting translated content, Contentful enabled the Staples Canada team to streamline their efforts.

“Other content platforms have difficulty supporting this,” says Jeff. “They expect you to have two different setups, one for each language. With Contentful, we simply toggle each piece of content to make sure it’s available in English and French.”

### Compose + Launch

In addition to the apps featured in our App Marketplace, we’ve built two apps to accelerate team productivity. Here’s a brief overview of each one:



#### Compose

Enables teams to quickly build, optimize, localize and publish web pages

#### Launch

Supports scheduled content publishing and simplifies complex project workflows

[Learn more](#)

“Contentful allowed us to turn around a completely different promotion in just two days — and that was one of the busiest, most hectic weekends of the entire year. It was a real win to be able to turn on a dime and make improvements. Our customers were expecting something good and we had it for them.”

**Jeff Serota**

Senior Director for Product Management at Staples Canada

Staples Canada team members are delighted with the technology. “Contentful has absolutely changed their lives,” Jeff says. “It’s a single tool that’s fast and flexible. It lets them do what they need it to do without weird constraints. They’re unbelievably happy.”

With Contentful, Staples.ca offers more seamless, satisfying customer experiences. They can find the products, services and advice they need in their preferred language.

Changes at Staples Canada’s physical stores, like the addition of co-working spaces and hosted events (e.g., art classes, networking meetups, business courses), are also going digital thanks to Contentful. “We’re helping people adapt and learn to run their businesses in this new world we all live in,” says Jeff.

**Learn more about Staples  
Canada ecommerce success  
with Contentful**

[Read the full case study](#)

## CONCLUSION

### Power your ecommerce tech stack with Contentful

Contentful is purpose-built to help retailers build, test and launch differentiated, engaging ecommerce experiences that accelerate the customer's path to purchase. It helps digital teams manage and distribute content across their websites, apps, devices and emerging customer touchpoints to provide consistent and connected experiences. Unlike traditional CMSes and legacy suites, Contentful's platform lays the foundation for the modern ecommerce stack, unifying fractured point solutions into one centralized content hub. And, with so much of commerce relying on delivering the right content at the right time (product information, images, FAQs, customer review, etc.), Contentful offers a flexible platform for marketers, content creators and developers to collaborate across the full content life cycle.

Contentful is fully extensible, meaning developers can use their favorite programming languages and frameworks to build a scalable content infrastructure for their organization. Flexible content modeling and an intuitive UI offer content creators, editors, translators, and marketers the right amount of structure and autonomy to create and iterate content as needed.

**Curious how digital businesses outside of retail are using Contentful?**

[Explore more Contentful case studies >](#)

With Contentful at the foundation of their tech stack, businesses can better adopt an agile approach to ecommerce. And, as that approach changes, there's always the option to uplevel processes and technology to address them. Contentful's flexibility allows enterprises to meet their ecommerce needs today and build on and extend the platform to meet the needs of their future business and customers.

See how Contentful powers the ecommerce tech stack

Watch a demo



Find out how Contentful can address your unique ecommerce needs

Speak to a Contentful team member

