



How brands build better digital experiences

Success stories from leading digital companies



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CMS is supposed to stand for content management system

But too often, it stands for compromises, mistakes and slowdowns. This little book is about the problems more than a dozen brands faced when managing content across many business units and digital channels, and how they transformed their technology, people and processes to work better.

It's a bunch of success stories. But first, failures. These are not stories of brands that simply switched software. We dig into real (and really painful) business problems. We learn what it takes to fix them, and the results of these transformations.

Software is strategy. For brands saddled with decade-old systems, a content management strategy often requires workarounds, undocumented modifications and mindless procedural work. The capabilities of your software determine the capabilities of your team.

This book aims to help you identify hurdles and inefficiencies you might not even be aware of, and explores various solutions used by other brands in real-world applications.

We focus on ROI, because we know that a leap of faith to try something new requires evidence that it's worked before.

You'll also find a wealth of examples that highlight features and business choices that you might not have considered yet. The power of a content platform is its flexibility; but with so many options, guidance from those who've gone before is essential.

When you're done reading, we welcome you to talk to a friendly expert at Contentful who can give you a personal tour of our platform and solutions, help both your technical and non-technical teams check out the product, and even set up an enterprise proof-of-concept trial guided by a Contentful expert.

Many thanks go to our thousands of fantastic customers, including those who made this book possible. We're lucky to partner with great brands and the great people behind them.



Atlassian

Atlassian revolutionizes teamwork by scaling its in-product support content with Contentful

Atlassian uses Contentful to manage its external support services: help and technical documentation, FAQs, help articles, product documentation, in-product support and resources for potential customers. Building these services required collaboration from teams across the company, including content designers, developers, the performance marketing team and business sponsors. Contentful's robust collaboration features helped Atlassian create, review and publish external support content, and amplify Atlassian's own product set using Confluence.

"With Contentful, we can meet user needs instead of just turning out content."

John Collins
Senior Content Designer at Atlassian

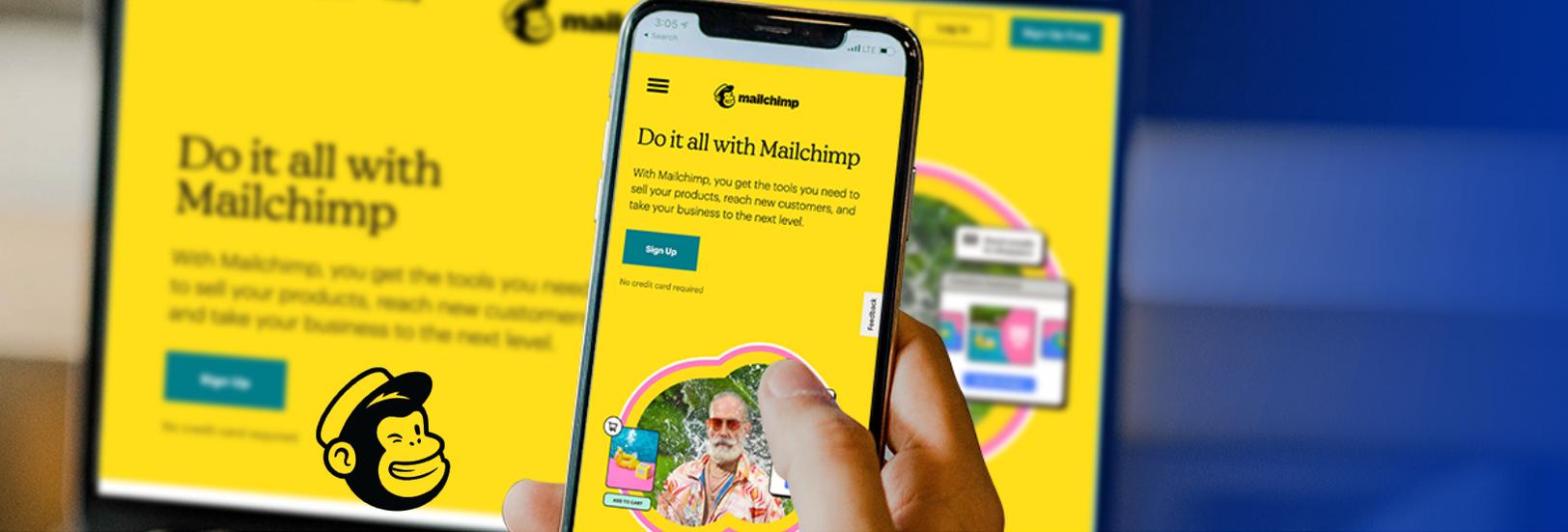
Contentful also enabled one-click publishing, replacing complex, multi-step processes. The result is less time spent wondering who's doing what, whether they have permission to do it and waiting for handoffs from other teams.

Atlassian's quick growth had created inflexible "blobs of content," which were difficult to organize across products and international markets. It needed to improve scalability, support new platforms, experiences and solutions and to migrate content to the support portal. The team successfully took on a request from the Jira Software team to power in-product help from Contentful.

QUICK STATS

- 4,000 Atlassians
- Global offices in 7 countries
- 150,000+ customers

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Mailchimp

Mailchimp seamlessly merges its marketing and knowledge base websites with Contentful's content platform

Mailchimp does more than just email. It's an all-in-one marketing platform for small businesses that will bring in \$700 million by year's end, partially due to switching to Contentful's content platform. After an audit, Mailchimp determined that it needed a more mature, nimble site that matched customer expectations. It also needed a way for the marketing team to generate content and make changes independently. Mailchimp teamed up with Work & Co to help it unite its marketing and knowledge base websites under one framework and one engineering staff using Contentful. Previously, the static marketing site had its own dedicated engineering team, because every time a comma needed deleting or an image needed updating, the engineers had to deploy that change. Now, content creators can make changes on the front lines immediately as errors and updates are needed – giving marketers the ability to market instead of waiting for a new image or link to go live.

“It was a really nice transition. It was just like, ‘Okay, we’re training on this and we’re using this now’ and it barely caused a blip in our workflow.”

Sarah Fierman
Writer at Mailchimp

QUICK STATS

- 12 million customers worldwide generating 2+ million ecommerce orders daily
- Over 1 billion emails sent every day through Mailchimp
- Marketing team creates 10x more content
- Website time-to-deploy went from 10-20 minutes to “instant”
- Engineering team not bogged down by small requests
- Knowledge base site outperforms industry average

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Bang & Olufsen

Bang & Olufsen uses Contentful to triple its ecommerce conversion rate

B&O needed a way to meet their customers in their regions and languages, on all personal devices, in-store displays and more. They used Contentful to get them there. B&O had one monolithic platform that included both their ecommerce tools and content management system.

This setup limited their ability to connect with individual customers and communicate a consistent message across multiple channels. A microservice structure with headless components solved B&O's problems. This deconstructed architecture gave them the necessary flexibility to design and implement customer experiences both online and in stores. B&O deployed Contentful, which is built on AWS, as their content management platform and Commercetools for ecommerce, and then merged their two websites into one. Now, customers can learn about and purchase the latest products in one place. They also connected their ecommerce and all in-store IT systems. Contentful powers in-store digital experiences with consistent content, regardless of the store's presentation technology.

QUICK STATS

- 60% increase in ecommerce conversion rate
- 3x increase in conversion rate from online store search
- 13% increase in average order value
- 2x increase in cart-to-checkout rate progression

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ALDO

The ALDO Group

The ALDO Group delivers personalized customer experiences with Contentful's editor-friendly interface

The ALDO Group began as a shoe store in the early '70s and has since grown to global recognition as a leading retailer of high-quality shoes, leather goods and other fashion products. When they outgrew their CMS, they looked to Contentful to solve their business-critical digital initiatives like conditional content, bi-variate testing and personalization. The ALDO Group needed a solution that was robust and flexible enough to support them through their digital journey. They had a few key requirements for their content solution: it needed a robust feature list, security, easy implementation and a sterling reputation.

"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

The ALDO Group's landing pages, promotional banners and tiles, and copy across their top three websites are all managed through Contentful's content infrastructure. Contentful has become a foundational piece of The ALDO Group's content strategy going forward, providing a direct communication channel from the marketing team to end users – making sure that customers receive the most relevant, useful experience.

QUICK STATS

- Faster campaign implementation from idea to delivery
- Developers freed from time-consuming approval workflows
- 30+ Contentful users in marketing teams
- Marketing completely owns publishing
- 10+ on engineering teams

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TRUNK CLUB

Trunk Club

Trunk Club brings style and fashion to customers in an exceptional online shopping experience across any device with Contentful

As online purveyors of style, Trunk Club's website has to look the part. Demand for certain looks can skyrocket after an appearance on the red carpet or celebrity Instagram feeds. It's critical that Trunk Club stays on top of this demand with up-to-date advice, brands, looks and style.

Their engineering team needed to deliver an exceptional viewing experience for their clientele who expect an unparalleled online experience. The Trunk Club team decided to take a cue from their company's stylists and built something completely fresh. With a single content repository in place, the Trunk Club marketing team could focus on crafting valuable content for each screen size, not on the various CMS technologies they had to accommodate, and created fields for long-form web descriptions as well as short-form mobile descriptions of every look, type or style. Contentful now plays an integral role in Trunk Club's marketing strategy.

"Our marketing team can craft, test, and optimize everything they write for every device."

Justin Hughes
VP of Product Development and Design at Trunk Club

QUICK STATS

- 10 custom roles
- 17 Contentful users
- 6,000 content entries
- 50% reduction in CMS technical debt

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TUI Nordic

TUI Nordic creates an editor-friendly architecture with 160+ microservices, all tied together with Contentful

TUI Nordic is a part of the world's largest travel company. To keep content up to date across country-specific websites, TUI Nordic deploys dozens of times per day, from small copy edits or adding an extension, to shipping a new page. Contentful's UI Extensions provided their engineers with an elegant solution to augment the web app to support specific editorial workflows, without the need for fragile customizations associated with traditional CMS platforms. Because Contentful allows the clean decoupling of data and technology used, it supports a rapid development pace – now, TUI can produce new customer touchpoints five times as fast.

In a short time, TUI Nordic saw an impressive gain in developer and content editor team productivity. They are no longer bound by technology and retain full control of their data. Speed is at the core of every initiative: faster time to market, quickly adapting to change and keeping up with customer needs.

“Contentful is a great fit with our speed-oriented architecture.”

Lukas Edenfelt
Development Lead at TUI Nordic

QUICK STATS

- 5x faster to deliver new customer touchpoints
- Flexibility and easy integration into new tech stack
- Increased developer and editor productivity
- Faster deployments and more responsive to business need

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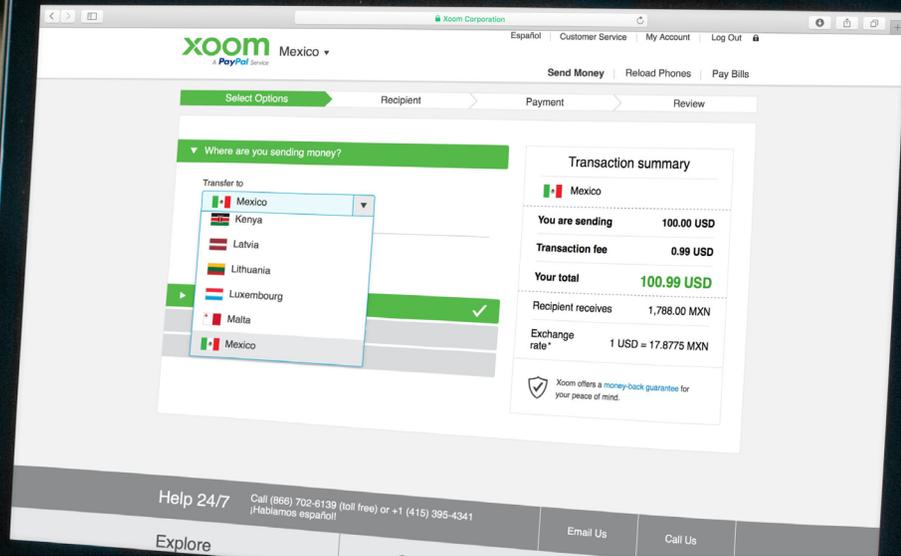
Glossier

Glossier moves from beauty blog to global direct-to-consumer beauty brand by using Contentful's agile platform to meet the demands of the next generation of customers

Glossier is a direct-to-consumer beauty company with a product portfolio that includes skincare, makeup, body care and fragrance. Content is the lens through which they create and sell new products, launch new markets and generate energy with their brand. Glossier's Into the Gloss blog kicked off a thriving community for their 1.5 million daily unique customers to share, discover and discuss their beauty routines and favorite products. In 2015, Glossier launched glossier.com and created a people-powered ecosystem platform with content including blogs, Instagram, a podcast, video and web content, just to name a few. With Contentful's content platform, changes populate almost immediately, so engineers are free to create value-added features to engage customers and roll out complex A/B testing faster to personalize customer shopping experiences across any device.

“Consumers face very disconnected shopping experiences where they try to collect all this information together when they are trying to make a purchase decision, and we want to break that hassle and ultimately deliver a more engaging and better customer experience. That’s why we want to put the power of content creation and curation all under one roof.”

Bryan Mahoney
CTO at Glossier



Xoom/Paypal

Xoom/PayPal expands its business globally using Contentful to make on-the-fly changes without complicated code

Xoom, the popular digital money transfer and remittance provider, gained access to 99 million U.S. users when they were acquired by PayPal in 2015. Xoom now supports payments to 44 countries around the world. After teaming up with Contentful, Xoom soon began using the content platform to display pages for every new country they supported, and from Guyana to Finland, each country Xoom supports has its own static page. Xoom can now update content on the site in as quickly as 30 minutes using Contentful. Xoom gained the features of a CMS without the maintenance that often ended up halting production releases. The new workflow provides more freedom for teams to correct any inconsistencies on the site and to easily add people in the system without compromising on quality or consistency. Xoom also took advantage of the training sessions available in their enterprise plan, and now have over 30 trained content team members and counting.

“There were many images that had not been updated on the site because they weren’t considered a priority. It would be a priority for them but not for everybody else. They struggled to get any developer to work on them. But now that the images are served from Contentful, they can just swap out the images themselves. It is so much easier for them because they don’t need a developer.”

Ann Lau
Senior Product Manager, Xoom

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KÄRCHER

Kärcher

Kärcher enables customers to ask questions and control devices with their voices thanks to Contentful and Alexa Skills

Kärcher has manufactured functional, user-friendly, sophisticated cleaning products since 1935. They enlisted the Kärcher Digital Innovation Hub and Zoi TechCon GmbH to bring their dream of voice-controlled shopping to their customers. Amazon provided the framework and hardware, and Kärcher had all the information ready to be embedded into the Skills, but they needed Contentful to handle the content storage, management and delivery because of its flexibility, security and user-friendly interface to solve the content challenge.

Zoi handled the market research with a cross-functional team working with Kärcher editors. With Contentful, Kärcher developed and released two Alexa Skills and ease of localization in Contentful has simplified scaling their offerings across markets and languages.

“The integration of Contentful reduced the complexity of our architecture due to the excellent API and technical documentation in combination with the convenient backend for data modeling.”

Jenn Hildenbrand
Program Portfolio Manager Ecommerce & Customer Journey at Kärcher

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DFDS

DFDS structures its content for distribution across multiple channels in 22 languages using Contentful's content platform

DFDS, a shipping and logistics company, operates B2B and passenger transport networks across Europe. With one of the largest networks of ferry routes in and around Europe, DFDS provides door-to-door transport solutions to manufacturers of consumer and industrial goods. In order to scale its web presence into 22 centrally managed markets with reusable content that aligned its narrative across locales, DFDS brought in Contentful's content platform.

DFDS's content is now consistent across all channels, and helps customers stay informed. Contentful also saves time for content creators by streamlining the authoring and management of content. This resulted in faster time-to-market speeds for new content and productivity gains for editors, marketers and translation agencies.

"Contentful provides a modular approach to content and a convenient web app for editors. They moved us from a page-centric approach to a topic-centric approach, with an emphasis on reuse. Selecting Contentful for the needs of our content layer was the first step toward digital transformation."

Aleks Dubinskiy
Software Developer at DFDS

QUICK STATS

- 66% of 100,000 content entries through CMA-based automation tool
- From 25 months human translation time to 24 hours of machine execution time
- New locale releases from just one per day to less than two minutes
- Organically grown data model to a clean and flexible model



SumUp

SumUp uses Contentful to speed up mobile payments for small businesses

In October 2018, SumUp released its 3G reader, a card terminal that lets merchants process payments without the need for a mobile app or constant Wi-Fi connection. SumUp's 100% digital signup, fast delivery and frictionless setup means that merchants around the globe can process digital transactions within minutes of receiving their card terminal. SumUp chose Contentful for its API-first capabilities and uses it to manage their new product content, SumUp's website and blog-related content. Contentful offers SumUp the ability to reuse and repurpose content, independent of channel or language, along with agile workflows for optimization. With its decoupled architecture, Contentful lives at the center of SumUp's enhanced tech stack to support different tools, including Smartling's translation management system, which provides SumUp a clear view with visual context, a glossary, efficiency with translation memory and transparency across the board.

"By integrating with Contentful, we could ensure that no matter how complex the page was, with the push of a button, the content was translated and copied/pasted in all the languages without human interaction until it was ready to be published."

David Pillon
Content Management and Localization Lead at SumUp

QUICK STATS

- 4,000 companies joining SumUp every day
- 1.5 million businesses rely on SumUp's card terminals
- Expected revenue of €200 million in 2019

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BRP

Personal vehicle manufacturer BRP uses Nascent and Contentful to bring immersive AR buying experiences to life

Over the last eight decades, Quebec-based BRP has been producing personal powersports vehicles for land, snow and water for a global audience. To engage the next generation of enthusiasts, BRP needed a way to communicate the unique thrill of their vehicles and partnered with Nascent to create an AR digital experience. They brought Contentful on board to build the content management system to handle the data required to show the 70,000+ combinations of customized features of BRP's vehicles to customers in the showroom. Nascent's expertise in building AR experiences, paired with Contentful's sleekly designed content management platform, enabled them to deliver an unparalleled digital experience. Customers can use the app to customize a vehicle, share it on social media, and even visualize their choice in a real environment, such as a driveway, garage, or living rooms.

"Nascent truly has their finger on the pulse of modern digital experiences that appeal to today's fickle consumers. Their recommendation to build these products on top of Contentful was a no-brainer given the scale and complexity that we were dealing with."

Robert Gillelan
Project Manager Professional at BRP

QUICK STATS

- Yearly sales \$3.61 billion from over 120 countries
- Global workforce of over 10,000 people

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Intercom

Intercom’s marketing team quickly and easily updates its content with a structured, reusable component library in Contentful

Intercom’s Messenger powers real-time, contextual conversations between businesses and customers, and its workflows and automation provide personalized customer interactions at scale. Intercom is powered by a live customer data platform that seamlessly integrates with CRMs and offers the only totally customizable messaging suite that drives growth at every stage of the customer life cycle. But Intercom needed a better content platform – including a lighter tech stack, reduced time for page development and reduced barriers to contribution for marketers and editors.

Contentful’s platform allows the marketing team to update content, while providing a system that’s easy to maintain for the engineering team. Intercom chose Contentful for its enterprise readiness, out-of-the-box features, single sign-on and modular structure. Now, Intercom’s marketers can make simple content changes. They also built a reusable library of components that reduces the time it takes to build custom elements, which increases team efficiency.

“It all helps us iterate faster, do faster launches, support components more quickly. It’s pretty seamless, so that’s great.”

Lauren Ottinger
Product Manager at Intercom

QUICK STATS

- Powers more than 500 million conversations each month
- Works with 30,000 companies including Atlassian, New Relic, Shopify and Sotheby’s
- Reduced deploy time from 20 minutes to about 90 seconds
- Fast and frequent iteration from non-engineers
- Fast deploy time and fast continuous integration and an easy-to-use code repository

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TELUS

TELUS improves customer care with a seamless user experience using Contentful's content platform

TELUS, Canada's fastest-growing national telecommunications company wanted to enable their customers to solve their own problems online at any time, from any device. TELUS turned to Contentful to help refresh their product design to better guide users through the support experience, updated their categorization, and an article design that made it easier to consume content. TELUS also streamlined how content was categorized, presented and updated within the new TELUS Support experience, including optimizing content for organic search to discoverability. TELUS significantly reduced overall customer support costs and achieved a 100% increase in visits from the Contact Us page to the TELUS Support experience. These results are incredible – but the real winners are TELUS customers, who are now empowered to answer their own questions on their terms, through any device, at any time.

QUICK STATS

- 9.2% decrease in visitors entering the website at the Contact Us page
- 10% increase in article traffic from within the website
- 10.2% decrease in support visitors that go to the Contact Us page
- 17.5% increase in article traffic from organic search
- 100% increase in visits from the Contact Us page to the TELUS support experience
- 9% reduction in overall support costs an easy-to-use code repository
- Structured and reusable library of components

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CONCLUSION

Power your ecommerce tech stack with Contentful

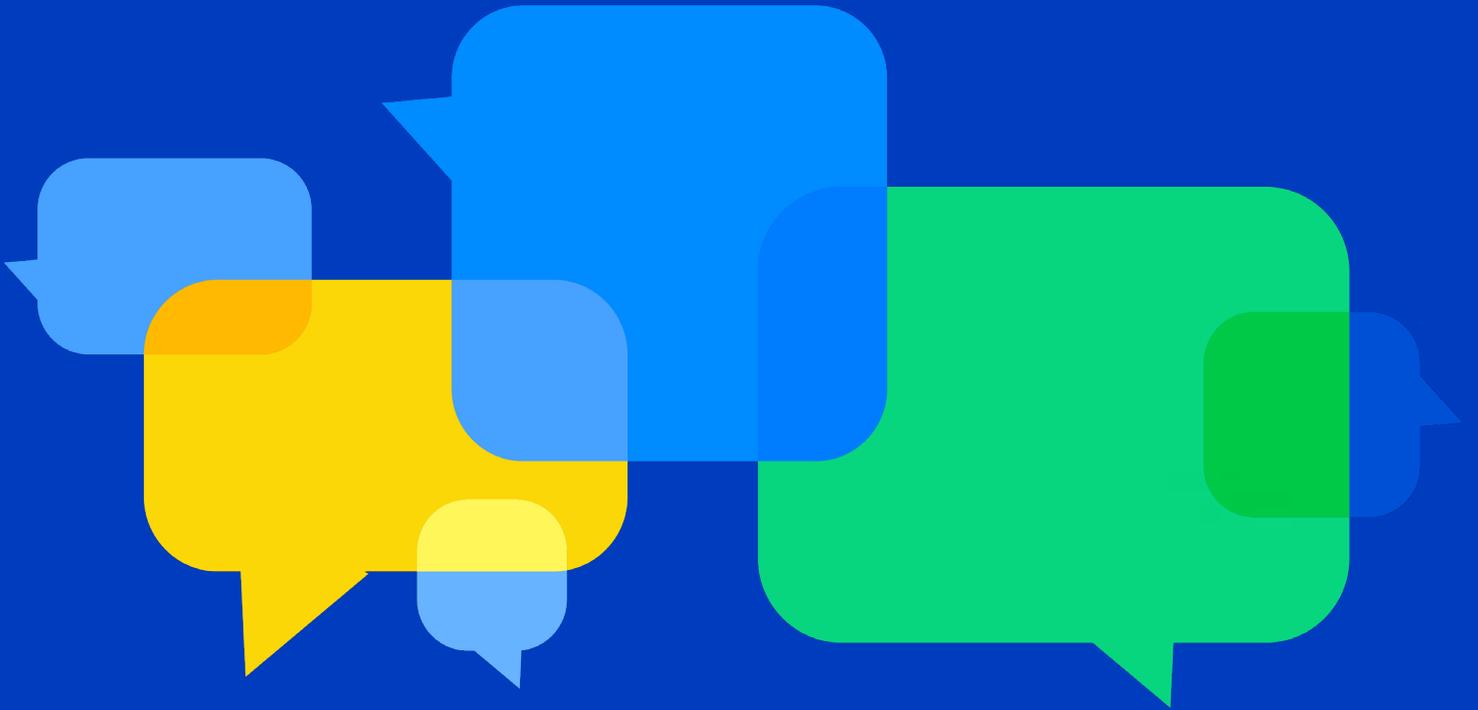
Contentful is purpose-built to help retailers build, test and launch differentiated, engaging ecommerce experiences that accelerate the customer's path to purchase. It helps digital teams manage and distribute content across their websites, apps, devices and emerging customer touchpoints to provide consistent 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.

Contentful's capabilities extend beyond ecommerce. See how brands in other industries use platform.

[Read more](#)

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.



**Share your unique
business goals with us
and we'll tell you how
Contentful can help you
achieve them**

[Get in touch](#)