How brands build better digital experiences

Stories from 18 companies leading in digital

Contentful

Contents

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 explore 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 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.

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.

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

— John Collins, senior content designer, Atlassian

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.

4,000
Atlassians

Global offices in
7 countries

150,000+
customers

"I really think the way that we do teamwork could ultimately be the next thing that unlocks the next level of human productivity."

— Joe Clark, IT product manager, Atlassian

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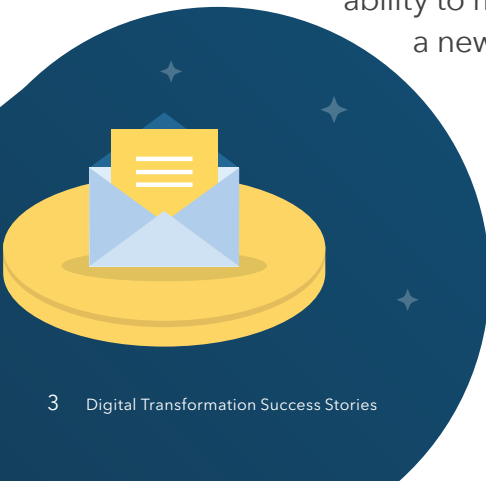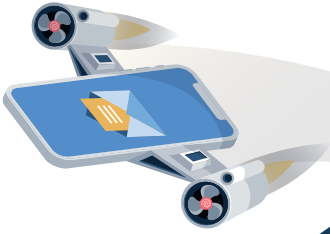
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Mailchimp seamlessly merges its marketing and knowledge base websites with Contentful's content platform

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, 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 3X 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.

60% increase in ecommerece conversion rate

13% increase in average order value

3x increase in conversion rate from online store search

2x increase in cart-to-checkout rate progression

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ALDO

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. The Aldo Group's landing pages, promotional banners

"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

QUICK STATS

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

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.

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TRUNK CLUB
A NORDSTROM COMPANY

Trunk Club brings style and fashion to customers in an exceptional online shopping experience across any device, powered by Contentful's content platform

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

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

— Justin Hughes, VP of product development and design, Trunk Club

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.

"The ability to produce and deliver content that provides sartorial advice and personalized recommendations is essential to the company. Our content provides Trunk Club with a way to maintain authority in the styling domain."

— Justin Hughes, VP of product development and design, 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

TUI Nordic moved to an agile architecture with 160+ microservices using Contentful, resulting in one interface for editors and centralized editorial data storage for easily updating content globally

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 augmenting 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.

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

— Lukas Edenfelt,
development lead, TUI Nordic

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.

5x faster to deliver new customer touchpoints

Increased developer and editor productivity

Flexibility and easy integration into new tech stack

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
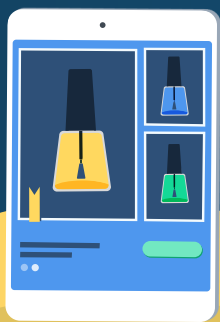
Glossier is a direct-to-consumer beauty company with a product portfolio that includes skincare, makeup, body care and fragrance. Content is the lens through which they create and sell new products, launch new markets and generate energy with their brand. Glossier's Into the Gloss blog kicked off a thriving 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, Glossier

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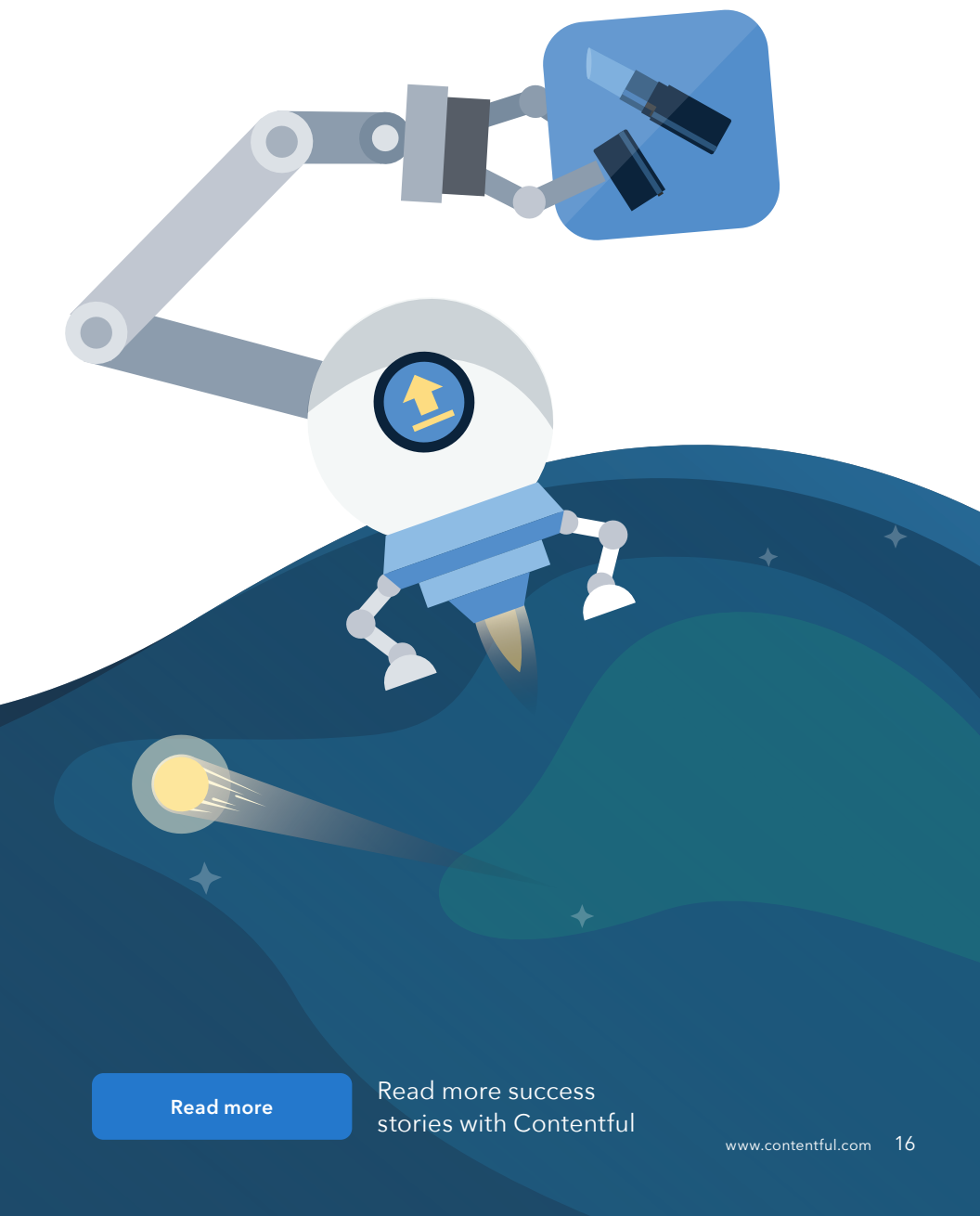Read more success stories with Contentful

CHANEL

Chanel turned to Contentful and Big Boss Studio to build an interactive pop-up for a collection launch in Asia

Established in 1910, Chanel is one of the world's most iconic fashion brands. To continue that tradition, Chanel unveiled Read My Lips for the Asian market. Read My Lips invites in-store customers to use an app to discover their character traits and receive recommendations on shades of red lipstick that correspond to those traits. The app is powered by Contentful, Gatsby and a facial recognition algorithm that associates colors with relative character traits. Thanks to Contentful environments and the platform's ease of localization, Chanel delivers localized experiences at each pop-up. With market-specific data and content, Chanel engages its customers in real-time.

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XOOM

A **PayPal** *Service*

Xoom/PayPal expanded its business globally using Contentful, making changes on the fly with the push of a button, ditching complicated codes and wasted time

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 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

QUICK STATS

- Decreased deployment time from two weeks to 30 min
- Onboarded over 30 team members in six months

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 gives customers the ability to ask questions and control devices using voice control with the help of 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
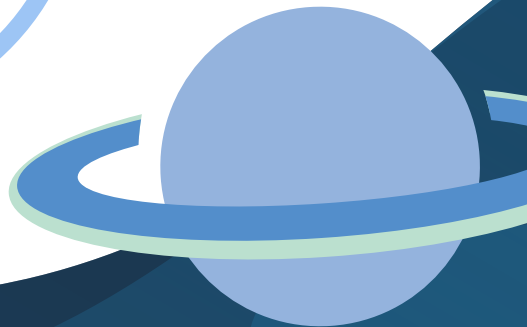
"The integration of Contentful reduced the complexity of our architecture due to the excellent API and technical documentation in combination with the convenient backend for data modeling."

— Jens Hildenbrand, program portfolio manager ecommerce & customer journey, Kärcher

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.
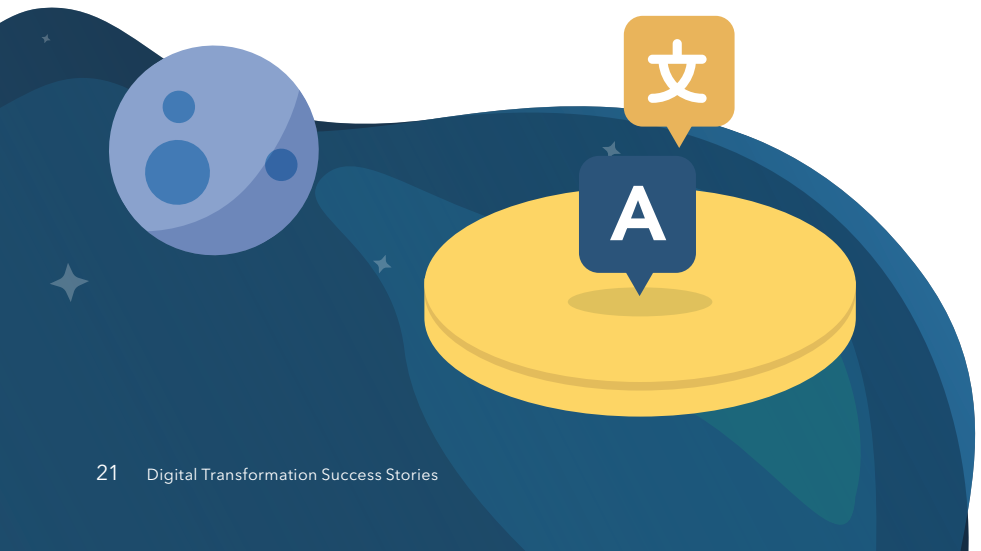
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![DFDS logo]

DFDS structures its content for distribution across multiple channels in 22 languages with ease 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. 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, 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

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SUMUP®

SumUp is a financial technology company that allows businesses of all sizes across several languages to receive payments quickly and simply, both in-store and online

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

"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, SumUp

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.

QUICK STATS

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

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Optimizely

Optimizely empowers their clients and delivers speedy results after revving up their ability to update digital experiences with Contentful's module library

Optimizely, the world's leading experimentation platform, helps its clients continuously design, iterate, analyze, release,p and optimize their businesses, from product development to customer experience. With Contentful, Optimizely overcame the cumbersome content operations limiting their business. Tossing aside its clunky and resource-intensive content operations, Optimizely moved its campaign landing pages in-house and exercised more control over its localization efforts, delivering over 700 billion experiences tailored to the needs of their customers. Content owners can now easily spin up digital experiences and choose from different pre-styled and brand-aligned components, with the flexibility to make image and color changes without having to engage with the web team. Optimizely uses Contentful across most of its digital properties, and values the ability to test out concepts, monitor performance and rapidly respond with changes quickly in Contentful.

"One of the things I find most helpful about the Contentful platform is how extensible it is. As a code-savvy product marketer, I'm able to extend the functionality of our Contentful instance by simply adding in a little of my own custom CSS and HTML."

— David Isquick,
   director of product marketing, Optimizely

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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, BRP

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

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 lifecycle. 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, Intercom

"In Contentful, editors lay out all of the content and 'think in components,' a lot like engineers. By composing and arranging components, they can build pages entirely from scratch. In fact, the site today has NO bespoke components for any specific page."

— Steven Petryk, tech lead, 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
- Structured and reusable library of components

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TELUS®

Telus improved customer care with a seamless user experience using Contentful's content platform – a scalable, lightning fast, customer-focused solution

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

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ARD ①

ARD has taken broadcasting to the next level with Contentful and built a unique online video platform that drives a unique, non-linear customer experience, with content and channels independent to the platform
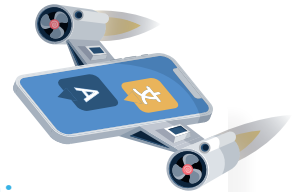
ARD's nine broadcasters cover 11 television channels, 55 radio channels and hundreds of digital product offerings, resulting in massive amounts of content scattered across dozens of CMSes. ARD needed to revolutionize how content is created and delivered to subscribers and found a platform to consolidate all of its online offerings and media libraries in Contentful's content hub. The Content Management API separates tightly coupled content from content delivery infrastructure and creates a single meta layer for content, centrally curated in the ARD Medialibrary. ARD has since launched a public beta of their media library at IFA in Berlin with significant positive feedback. Contentful's content hub solution allowed ARD to improve their core product offerings, focus on delivering what subscribers actually want, and position ARD for a massive market shift, where the average person spends far more time online than they do watching broadcast television.

QUICK STATS

- Single platform across TV and radio — consolidation of all online offerings and media libraries

- Implemented new processes that improved the core product by quickly delivering what subscribers actually want

- Minimized load of day-to-day management allowing for constant delivery of new features

- Developer releases from 0 to 260 per year and beta releases from 0 to 52 per year

"Implementing a content hub for curation liberated ARD from wasting time building and maintaining endless repository structures by collecting all of ARD's content in a central media library."

— Malte Blumberg, chief technology officer, ARD

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IMPOSSIBLE™

Impossible Foods upgrades its ecommerce website from a flash in the pan to a whole meal with Contentful, Shopify and Gatsby to meet demand for their meat-free products

The mission of Impossible Foods is to restore biodiversity and reduce the impact of climate change by creating plant-based foods that taste more like beef, chicken and fish than previously expected from traditional meat alternatives. This rapid growth increased the need for a new website experience - one that could withstand surges in traffic as interest and demand for their burgers grew around the world. It needed a first-class experience for content editors, IT staff, restaurants and consumers. Impossible Foods adopted a content mesh approach to their website architecture, with the development team creating reusable components in Gatsby and sourcing content from modules created within Contentful. They connected the site to Shopify to power the checkout experience and display products, descriptions and prices. Content producers can now create and update content on the site by using the editing experience with Contentful and Shopify, reducing turnaround time for new updates to the website.

"The Impossible Foods team raved that their new architecture enables their content strategy to keep pace with the acceleration of their business."

— Hashim Warren, web developer, Gatsby

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Talk to us today to learn how your business can benefit