

Join Contentful's Partner Program



Contentful is the new standard for enterprise content management, the pioneer and market leader in next-generation "headless" CMS

Our content platform enables teams to build digital experiences, such as websites, apps, and digital displays, faster than with legacy CMSes.

Content editors get a customizable web app, where they create and edit all content in a single hub and structure it for use on any digital channel. Developers get powerful management and delivery APIs, and build in the language or framework of their choice.

Unlike traditional CMSes, Contentful's agile workflows enable digital teams to work faster, together. Plus, Contentful integrates seamlessly with the modern software stack to incorporate the best tools for personalization, localization, experimentation and more.

Why agencies and consultancies partner with Contentful

Managing content across the enterprise is the tip of the spear for digital transformation. Contentful offers a mission-critical layer of the modern technology stack that is essential to power digital experiences. Leading agencies and consultancies are adopting our content platform as a part of their agile, microservices architectures to prepare their own organization and their customers for the future.

It helps your clients go faster

Companies need to ship digital products and experiences exponentially faster, requiring organizational and technological agility to do so. Our content platform allows them to create, edit and reuse content across multiple channels from a single hub, making updates and iteration a breeze.

It helps your team deliver faster

Customers expect rapid delivery from their agency and consultancy partners – and the diversity and complexity of projects is accelerating. Contentful helps leading agencies and consultancies deliver projects faster as a core layer of a reusable tech stack.

It opens up new revenue streams

Content plays a critical role in modern, multichannel efforts, where traditional CMS tools have become a bottleneck. Headless CMS marks a tremendous market shift away from legacy suites, toward agile stacks with content at the core. Companies making this transition look to partners with expertise to lead their transition to modern content management.

Replatforming to a modern tech stack – with its benefits of extensibility, reusable architecture and speed to market – creates a competitive advantage. The companies that can deliver digital experiences fastest, and expand into new channels and territories fastest, win.



Partner Program Levels

Our partner program is divided into four tiers. Our first tier, Community Partners, are developing their Contentful skills and expertise. Our top tier, Gold Partners, are Contentful experts that have helped multiple clients adopt, leverage, and capitalize on our content platform. Below is an overview of the different partner levels to help give you a better understanding where your organization fits within the program, and where you can focus to grow your business with Contentful.

Community

Agencies or consultancies that are registered as a Contentful partner. They have worked on a number of internal or self-service projects, but have not yet worked on a full-feature implementation of Contentful. Community partners work with small- to medium-sized businesses leveraging Contentful's self-service plans.

Bronze

Agencies or consultancies that are registered, certified, and have executed at least one full-featured implementation of Contentful. Bronze Partners have gone through a formal sales process with a mutual client and Contentful and have successfully delivered a project to market.

Silver

Agencies or consultancies that are registered, and have a number of certified individuals available to work any size of project. They are a tried and true Contentful partner, have a rhythm to deliver projects rapidly, and have launched at least three full-featured projects. Silver Partners work with mid-market to enterprise level customers and are eligible to be recommended by Contentful's staff as there are clear indicators of broad Contentful knowledge and successful in-market execution.

Gold

Agencies or consultancies that are registered and are clear leaders in bringing Contentful-based projects to market. This is validated by the number of certified people on staff and number of full-featured projects launched. Gold Partners have the ability to manage and execute large and complex implementations of Contentful, work with enterprise organizations, and lead clients through significant digital transformation using Contentful and complementary technologies.

Contentful's partner program mission

1. To **empower** Contentful's partners with skills and knowledge to help our mutual customers build, launch and maintain digital products and experiences built on Contentful's content platform
2. To **recognize** the partners that provide exceptional service and champion those partners to our ecosystem
3. To **grow** the market for next-generation headless CMS with, and through, the partners that provide exceptional service





Partner Requirements

		Community	Bronze	Silver	Gold
Basic	Min. Annual Subscription Value of enterprise bookings		\$250,000	\$600,000	\$1,000,000
	NDA & Partner Agreement	✓	✓	✓	✓
Education	Contentful Certified Professional (CCP)		3+	5+	10+
	Contentful Training: Content Modeling		✓	✓	✓
Experience	Successfully launched enterprise project		1+	3+	5+
Execution	Contentful landing page		✓	✓	✓
	Dedicated Contentful Services			✓	✓
	Template library for POCs			✓	✓

Program Benefits

		Community	Bronze	Silver	Gold
Access to Contentful	Dedicated Partnerships Manager	×	✓	✓	✓
	Access to Partner Community	✓	✓	✓	✓
	Access to Partner Portal	✓	✓	✓	✓
Product Access & updates	Access to Partner Sandbox Account	for 60 days	✓	✓	✓
	Access to apps framework and documentation	✓	✓	✓	✓
	Contentful administered space migration service	✓	✓	✓	✓
	Participate in early access program (EAP)	×	×	✓	✓
	Access to roadmap updates	✓	✓	✓	✓
	Access to exclusive partner updates (Partner Newsletter)	✓	✓	✓	✓
	Access to trainings in our learning center	✓	✓	✓	✓
Marketing & Sales	Eligibility to use Contentful's logo on partner website	×	✓	✓	✓
	Eligibility for co-marketing (blog posts, case studies, webinars & events)	×	✓	✓	✓
	Inclusion in sales and marketing materials	×	×	✓	✓
	Joint/co-branded collateral	×	×	✓	✓
	Inclusion in Contentful events	×	×	✓	✓
	Opportunity to sponsor Contentful events	×	×	✓	✓
	Opportunity to sponsor trade shows/events	×	×	✓	✓
	Partner advocacy within Contentful	×	×	✓	✓
	Listing and marketing assets on Contentful's partner directory	×	✓	✓	✓
	Press release on partnership	×	✓	✓	✓
	Joint client win announcements	×	✓	✓	✓
	Eligibility for client introductions from Contentful sales and success teams	×	×	✓	✓
	Co-selling with Contentful account executive and solutions engineer	×	✓	✓	✓
	Referral fees for first year of referred deal (OR MDF)	×	10%	12%	15%
	MDF (OR Referral Fees)	×	5%	5%	5%
	Opportunity to develop thought leadership	×	×	×	✓