Enable the future of commerce with a modern tech stack built to deliver outstanding shopping experiences
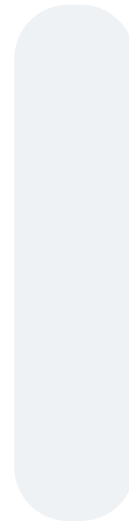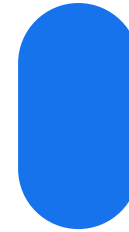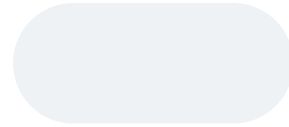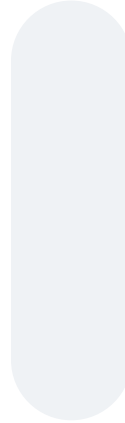
contentful | commercetools

Limitless possiblities to build your shoppers journey

You've seen the headlines, composable commerce isn't just the next big thing, it's the next necessary thing if you want to deliver the modern shopping experiences today's consumers demand. The never-ending upgrades, fragmented content, and heavy technical debt of one-size-fits-all, legacy commerce solutions simply won't cut it. But change can be risky, and nobody wants to see their brand falter under the stress of a "big bang" transformation.

As two of the earliest members of the MACH® (Microservice-based, API-first, Cloud-native and Headless) Alliance, commercetools (a MACH Alliance founder) and Contentful (member since 2021), are helping 90+ brands like Bang & Olufsen, Danone, Swarovski, and Moonpig, realize the full potential of composable commerce with incremental transformation that proves immediate ROI along the way.

Recognized as a global leader in composable commerce, commercetools provides users with a cloud-native, component-based, tech-agnostic solution that enables them to keep pace with the evolving needs of their business and customers. When paired with the Contentful® Composable Content Platform, the result will be a modern tech stack that allows you to meet any commerce or content need, no matter what the future brings.

Organizations that choose the Contentful Composable Content Platform & commercetools to power their storefronts will:

Build the most modern technology stack that enables the future of commerce, giving brands the freedom and flexibility to leverage a wide ecosystem of technologies that continually evolve based on changing business needs.

Deliver lightning-fast commerce experiences that move at the speed of customer demand while differentiating from the competition.

Maximize flexibility with a truly composable commerce and content solution that can adapt to any channel, meet any need, and work for any team.

The partner advantage

commercetools

- **Infinite scale**
  Choose any strategy to scale and grow: run multiple brands, expand internationally, try out new business models or increase conversions through unique customer experiences.

- **Unlimited flexibility**
  Launch faster, experiment easier, and move away from heavily depending on IT: whether it's omnichannel, personalized customer journeys or innovative experiences — no idea is impossible.

- **Lower costs**
  Optimize your commerce investment and stop paying for features, systems and processes you don't need or that don't drive value for your business.

contentful

- The Contentful Composable Content Platform is agile to scale your content needs whenever and however you need.

- Increase speed to market by deploying and updating new experiences in minutes instead of months.

- Create once and reuse everywhere to drive brand and messaging consistency across all devices, channels, and markets.

- Built-in AI features have been designed with collaboration and autonomous work in mind, ensuring consistently efficient time to market for any and all content types.

- Build and extend the Contentful platform with our App Framework to customize your solution to meet your business needs.

- The API-first platform is built to integrate into your existing tech stack, or serve as a solid platform when building out a tech stack that fits your unique needs.

Creating differentiated value for our customers

Bang & Olufsen

BANG & OLUFSEN

Danone

DANONE

Swarovski

SWAROVSKI
OPTIK

Moonpig

moonpig

"

Now that we have a modern headless platform, this is where the real fun starts, where we can enable omnichannel features and functionalities. This points to doing a lot of things right."

Tomas Antvorskov Krag
Director Ecommerce, Bang & Olufsen

BANG & OLUFSEN

Technology Partner 2024

commercetools is the **Contentful Technology Partner of the Year in 2023 and 2024**. Together, commercetools and Contentful are enabling businesses to provide high quality digital commerce experiences.

Together, we have more than 12 accelerators in the market that are helping brands streamline adoption and increase time-to-value:

Avensia Excite

Columbus N3XT®

Corra Pylot

Deloitte Composable Commerce Accelerator™

DEPT® ADA/DASH

IBM iX Experience Orchestrator

mindcurv B2Xaccelerator

Orium commercetools Accelerator

Overdose Antidote Accelerator

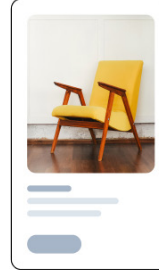Smith Conduit

VAIMO Launchpad

valtech LEAP

and more

Partner with Contentful and commercetools

Contact us today to unlock the potential of data-driven personalization to deliver unparalleled customer experiences.

Partner with us

To learn more, visit:

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[Powering Seamless eCommerce by commercetools and Contentful](#)

[Transforming digital commerce together](#)