Publish once, sell everywhere

Content infrastructure for modern ecommerce

It's time for retailers to rethink their approach to managing content and improve their ability to drive sales. There are a few key ingredients that make up agile ecommerce success: Alignment across channels; repurposing content to get more value; and optimizing content so the right message reaches the target customer at the right time.

For any company hoping to maintain a competitive advantage, a cloud-native ecommerce platform is practically mandatory. Agile ecommerce allows retailers to operationalize content across channels, and enables developers to swiftly integrate their solutions stack with new technology. Achieving digital maturity means understanding that a good ecommerce solution doesn't stand alone — it needs to be supported by a modern stack of solutions that integrate together seamlessly.

RETHINKING CONTENT FOR THE ECOMMERCE EXPERIENCE

Content takes time to update, especially if your content model tied up is with your backend. If you run your ecommerce operation on multiple devices(practically mandatory in this day and age), shipping content updates is an inevitably slow and repetitive process. This limits a business' ability to operate at speed and scale — a necessity in a market where trends are made overnight.

There are many that content can support a successful ecommerce strategy. Read on to see how Contentful can support agility across a wide sampling of ecommerce needs – from fashion retailers to travel companies to financial services and everything in between.

"Today's shoppers expect more than a transactional relationship with retailers; they want a seamless and personalized journey that reflects the context of how they shop across devices and channels."

- "From Transactions to Relationships: Building the Connected Retail Experience," MuleSoft

OWNED CONTENT/BLOGS, MICROSITES, EDITORIAL PAGES

Update your content quickly for new seasons, new releases, and last minute campaigns.

- Seasonal lookbooks
- Interviews
- Makeup tutorials
- Styled outfits linked to the corresponding product pages

Contentful syncs seamlessly with your existing ecommerce stack and helps optimize the customer experience across screens and platforms. Different systems, like a traditional CMS versus and ecommerce platform, often conflict when it comes to delivering content to the front end. This sometimes means that editors have to copy and paste the same content in many different places to cover all customer platforms, wasting valuable time. Contentful's infrastructure helps your content scale and eliminates busy work and redundancies.

CHANNEL CONTENT/BRAND MANAGEMENT

Content possibilities are endless, but sometimes an old CMS can't keep up with what editorial teams envision.

- Images
- Descriptions
- Targeted messaging
- Tips and how-tos
- Videos
- Testimonials,
- Support for channels such as Amazon, Instagram, Facebook, Youtube

Content fuels retailers' relevance to consumers. A brand is only as strong as the latest message or piece of content that your customers have engaged with. Dated content opens the door to competitors to grab attention with just one click. A digital content hub operationalizes digital customer experiences. If your content takes too long to update, you lose the ability to capitalize on opportunities with short timelines.

[Nordic travel operator Tui](#) saw bounce rates decrease by 31% and mobile conversion increase by 11% when they backed their agile ecommerce content with Contentful. Previously, Tui's portfolio was built on traditional enterprise CMS platforms. These systems were not easy to work with and required massive amounts of time in order to set up each new page or develop new functionality. Contentful (which is powered by AWS) fit right into TUI Nordic's new microservice architecture, enabling them to have one interface for their editors to configure the overarching content structure, and to centralize the editorial data storage. Tui is now delivering new customer touchpoints five times faster than before.

CONTENT & COMMERCE

"A fundamental building block for these shopping experiences is to merge editorial content with commerce elements." – ["The Fusion of Content and Commerce," Commercetools](#)

- Blogs and lifestyle content
- Travel inspiration
- Styling tips
- Home decor/DIY

Merging editorial and commerce means more engaged customers – which translates directly to lengthier, more meaningful interactions with your brand. A blog post with a 'lifestyle" approach can link directly to products within a catalogue, reducing bounce rates and keeping people on an ecommerce site longer.

Beyond the content itself, you need to consider how to manage the content to ensure it – and your content production efforts – remain effective into the future and across many different customer personas. Your data and your content is only as valuable as what you can do with it.

Localization and personalization

Growth is dependent upon being able to rapidly expand your business into new markets. Spend less time on the logistics of localization so you can focus on delivering sophisticated campaigns that engage, convert and retain customers across global markets.

GLOBAL MARKETING AND LOCALIZATION FOR RETAILERS

- Landing pages in multiple languages
- Localized microsites
- Seasonal offerings
- Event pages for targeted email or SEM campaigns

Transforming from a traditional marketing cost center into a digital marketing revenue center requires the ability to scale. Contentful's open platform offers brands agility to build new digital products using the best tools for the job. Contentful makes it easy to create multiple, iterative versions of the same content for different markets that editors and content creators can tweak as necessary.

Xoom (now Paypal) supports payments to over 44 countries around the world. Prior to using Contentful, the Xoom/Paypal team had to wait for a content release to launch or make changes to a new offering. These were scheduled once a week but due to CMS dependencies such as bugs in other applications or failed builds, these releases could be delayed two or three weeks. After Contentful implementation, Xoom personalized their content across 37 languages and 80+ locales, without the monumental update times of their old CMS. Xoom went from needing two weeks for updates to just 30 minutes.

ONSITE EXPERIENCES

- Interactive digital displays
- QSR menus
- Self-service kiosks
- In-store digital signage

Without content infrastructure, your ability to personalize and innovate around brand content is "so last season." Being able to track journeys throughout the buying experience, and serve individual customers with targeted content, leads to big wins down the line.

For example, Nike needed a large-screen, multi-touch application for their flagship stores to encourage customers to immerse themselves in a product experience and learn about upcoming events. A working prototype took only 2-3 days of development, and using Contentful saved the team weeks that they would have otherwise spent on developing an in-house API. With Contentful, editors can update all content and media with ease on a weekly basis in the web app. Within seconds, the in-store touch screen apps are synced through the Content Delivery API, and new content is instantly available to curious shoppers.

Modernizing your ecommerce digital experience means understanding that content is a key part of the ecommerce success story. To be successful, ecommerce platforms need to consider how content impacts and supports the customer journey.

These companies are going agile - with content at their core:

BRANDLESS™   NIKE   Etsy   TUI   staples

TRUNK CLUB   Glossier.   BEAUTY BAY   ALDO
A NORDSTROM COMPANY