



# Gain control of your customer experience to drive revenue and increase loyalty



## CUSTOMER BENEFITS

# Turn your content into customer conversion

Today, customers expect that every brand will deliver a connected, personalized experience across a broad range of channels, available anytime, anywhere. Any brand that can't keep up is likely to lose loyalty to the competition, but this creates a heavy burden for both human and technology resources. Traditional digital experience stacks that rely on monolithic applications to deliver an array of business capabilities offer little flexibility to address the pace and scope of demand. But it doesn't have to be that way.

The flexible, modular capabilities of composable architecture gives teams the ability to build digital experiences that are superior, faster, and infinitely scalable. And while research shows that a majority of businesses without composable commerce technology plan to implement it in the next two years, many leaders fear that moving from a templated commerce site to a custom, composable one will be expensive or time-intensive.

Together, Salesforce and Contentful can help take the risk out of composable commerce.

With a phased approach that leverages API-based experience delivery, your teams can make site changes at the drop of a dime, repurpose content anywhere and everywhere, and drive down costs while increasing conversion.

The Contentful Composable Content Platform brings the building blocks of content together to create once and reuse everywhere in any digital experience. Pairing it with the fast and flexible architecture of Salesforce's Composable Storefront gives your team the freedom and control necessary to deliver a connected customer experience at scale. When you incorporate a composable architecture using Salesforce and Contentful, you get more control over your commerce experience to deliver agile, seamless customer experiences across every channel.



**Empower marketing and merchandising teams** to stage experiences and make changes in minutes rather than days, without reliance on IT.



**Deliver lightning fast commerce experiences** that increase conversion and build brand loyalty.



**Maximize your Salesforce Commerce investment** by building out a rich, integrated set of customer experiences without a costly replatform.

## KEY VALUE

# The partner advantage



## Salesforce Commerce Cloud

- Supercharge storefront performance and engagement with a fast, app-like site experience.
- Speed time to value and reduce total cost of ownership.
- Take control of the brand experience and drive differentiation by seamlessly incorporating functionality like AR, chatbots, and social media features to create rich shopping experiences.
- Ship new features and updates daily with 60-second deployments. This eliminates deployment risk, giving developers the freedom to iterate and add new features at any time – even during peak shopping periods.



## The Contentful® Composable Content Platform

- Create, collaborate and scale their content while giving them the flexibility to deliver amazing experiences and achieve market success.
- Fully extensible, Contentful provides the scale and the performance you need – even for the most demanding requirements.
- Deliver custom and personalized experiences through multiple channels, regions, and brands.
- Seamlessly connect and collaborate across teams to drive unparalleled efficiencies and quality goals.

## Organizations that choose Contentful Composable Content Platform and Salesforce to power their customer experiences will:



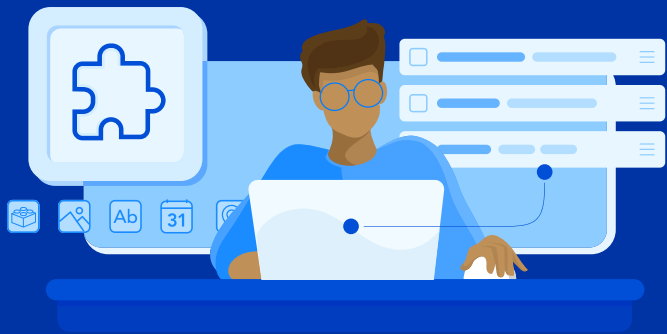
Connect, create, and extend content more efficiently



Improve conversion and brand loyalty



Launch personalized, omnichannel experiences in minutes



**Together, Contentful and  
Salesforce are revolutionizing  
the customer experience.**

[Learn more](#)



**Contact us today**

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