

commercetools and Contentful: Enable the future of commerce with a modern tech stack built to deliver outstanding shopping experiences



CUSTOMER BENEFITS

Limitless possibilities 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 60+ 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 and 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

- Utilize powerful orchestration of your content and messaging across brands, regions and channels.
- Build and deliver frictionless, personalized purchasing experiences with tailored content informed by your audience insights.
- Empower merchandising and marketing teams to work autonomously while collaborating with enhanced workflows that streamline teamwork.
- Protect your current investments by leveraging an industry-leading ecosystem of apps and integrations to build your perfect stack that scales to your business needs, over time.

Creating differentiated value for our customers

Bang & Olufsen



BANG & OLUFSEN

Danone



DANONE

Swarovski



SWAROVSKI

Moonpig



moonpig



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

“

Contentful has been a game-changer for how we build our website as a global team. Compared to other CMSes we've used, adoption of Contentful by local teams is really good. Even people who aren't as digitally attuned can use Contentful with full autonomy.”

Delphine Desfeux

Digital and Media Manager, Danone



Together, Contentful and commercetools are revolutionizing the customer experience.

To learn more, visit:

[commercetools & Contentful](#)

[Contentful Marketplace](#)



Partner with Contentful and commercetools

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

Partner with us