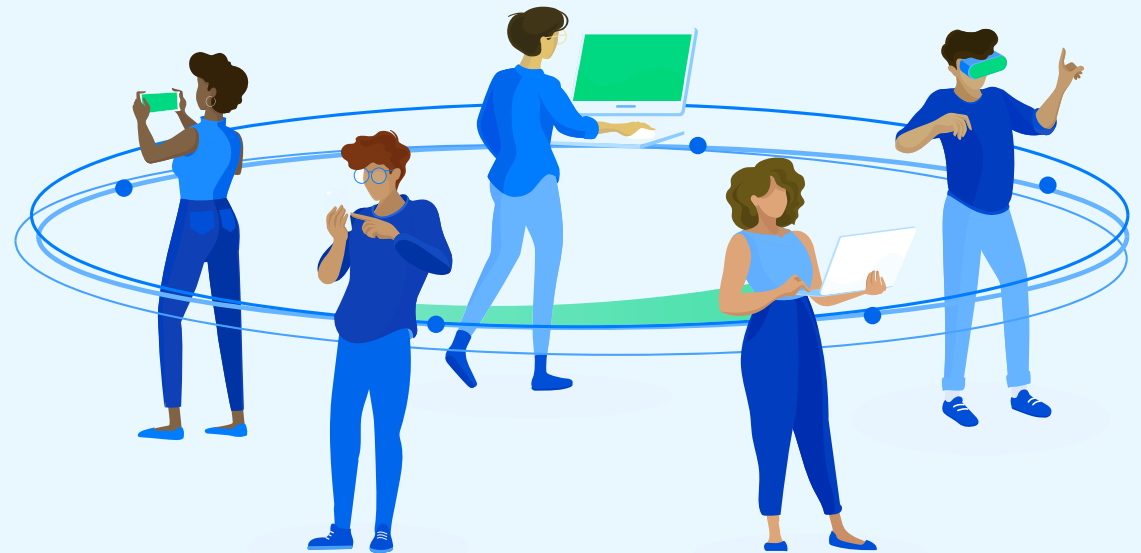




BigCommerce and Contentful: Helping brands adopt enterprise ecommerce with an integrated composable commerce solution



CUSTOMER BENEFITS

Stay a step ahead of the competition

In a world full of digital interactions, it takes a lot more than brand trust to turn customers from browsers to buyers. Even the most loyal customer will click away quickly if they don't get a fast, easy buying experience across every channel. Standing out from the crowd and increasing conversion requires engaging content and a powerful ecosystem of technology.

Contentful and BigCommerce can help. Together, we're working with merchants and retailers of all sizes to enable brands to deliver fast and flexible omnichannel buying experiences that drive conversion. These experiences create a personalized and seamless buying journey for your customers – anywhere, from any device, and at lightning speed.

You will have the best of SaaS and API-enabled openness and flexibility offered by both the Contentful composable content platform and BigCommerce. Our joint composable commerce solution connects your products in the platform with your content in Contentful via a seamless integration. This enables you to innovate faster and with greater flexibility to deliver engaging customer experiences at scale. This is e-commerce for a digital-first era.



Make adopting composable commerce easy by creating lightning-fast experiences with a trusted composable storefront and Contentful.



Increase commerce agility and drive competitive differentiation with headless architecture.



Tell compelling brand stories that can be easily managed by marketing and merchandising teams.

KEY VALUE

The partner advantage



- Effortlessly grow into new markets by creating custom storefront experiences for your various buyers without additional work.
- Reduce costs by streamlining your ecommerce operations. By trimming down the number of systems and integrations your business relies on, you'll decrease ongoing maintenance costs – meaning higher revenue with less headaches.
- Empower efficiency and ditch duplication of efforts with a centralized system to manage all of your storefronts. Whether it's adding a new product or updating pricing, do it at one time, in one place.
- Make better decisions for your business with a unified data source – and powerful insights to grow.



- 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.

Organizations that choose Contentful and BigCommerce to power their storefronts will:



Deliver one-of-a-kind, omnichannel commerce experiences tailored to your customers' needs



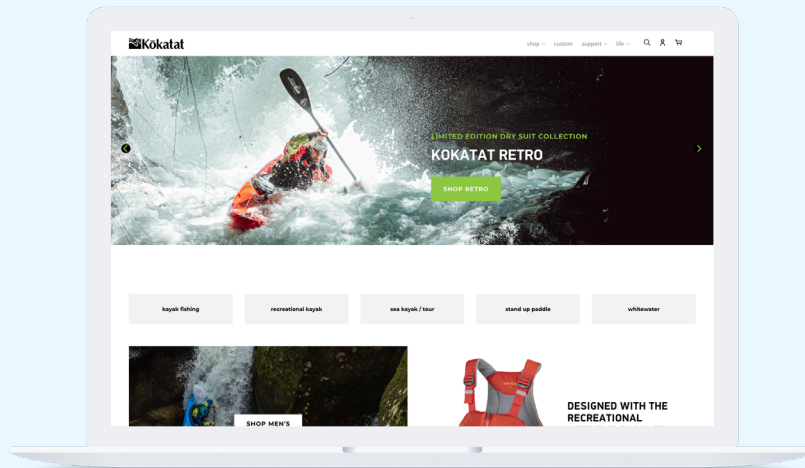
Accelerate speed to market by enabling teams to work autonomously and collaboratively



Increase conversion and revenue by delivering personalized content across regions with engaging storefront experiences that drive loyalty

Creating differentiated value for our customers

Kokatat



Learn how Kokatat makes waves in the digital space with BigCommerce and Contentful by leveraging branded content to support the commerce experience.

[Read the case study](#)

Vinomofu



Read how Vinomofu went headless with BigCommerce and Contentful using an API-first approach.

[Read the press release](#)

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Our partnership with Contentful further illustrates our commitment to providing merchants access to the highest-caliber technologies and service providers available in the industry. Contentful shares our desire to help merchants sell more and grow faster to maximize success, and we look forward to working together to mutually support customers.”

Russell Klein

Chief Commercial Officer, BigCommerce



Together, Contentful and BigCommerce are revolutionizing the customer experience.

To learn more, visit:

[BigCommerce & Contentful](#)



Partner with Contentful and BigCommerce

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

Partner with us