



# How a high-end audio-visual company is making significant ecommerce gains with Contentful

*Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation.*

## THE CHALLENGE

B&O wanted to meet their customers where they're at – in their regions and languages, on all their personal devices and in-store displays.

But they didn't have the tools to get there.

They had one monolithic platform that included both their ecommerce tools and content management system. This setup limited their ability to connect with individual customers and communicate a consistent message across multiple channels. Their product website and digital store were separate sites, and they struggled to connect online and in-store sales systems. Despite the shared platform, nothing ran seamlessly.

## MOVING FASTER WITH MICROSERVICES

A microservice structure with headless components solved B&O's problems. This deconstructed architecture gave them the necessary flexibility to design and implement customer experiences both online and in stores.

B&O deployed Contentful as their headless CMS and Commercetools for ecommerce. Contentful's extensibility, quick response times, and simple ways of creating and supporting a range of content also motivated their decision to rebuild. The two services are built to work with other components. They not only work well together, but they enabled B&O to expand with other microservices whenever needed.

Powered by Contentful and Commercetools, B&O merged their two websites into one. Now customers could learn about and purchase the latest products in one place. They also connected their e-commerce and all in-store IT systems. Contentful powers in-store digital experiences with consistent content, regardless of the store's presentation technology.



## THE NUMBERS SAY IT ALL

Tomas Krag, Director of E-commerce at B&O, says they've been tracking the numbers and they look great:

- LoadTimes decreased from 16-20 seconds to 3-4 seconds
- E-commerce conversion rate has increased by 60%
- Cart-to-checkout rate of progression has more than doubled
- Average order value has increased by 13%
- Conversion rate from online store search is three times higher

B&O isn't the only enterprise to trust Contentful when moving from a monolithic architecture to microservices stack. Forrester Research Inc. says that our "API-first and cloud-native approach excels," and that "Contentful is a good fit for progressive digital initiatives that want to unify content services across channels and projects."

**75%**

decrease in LoadTimes

**60%**

increase in e-commerce  
conversion rate

**2x**

increase in cart-to-checkout  
progression

**13%**

increase in average  
order value

**3x**

conversion rate  
from online search