![Contentful logo]

The power of omnichannel experiences for enterprise technology companies

Content

Introduction

Omnichannel has long been the buzzword for ecommerce, but enterprise technology brands must navigate the challenge of making their content and services available through multiple touchpoints.

Enterprise tech marketers need to reach their audience at each stage of the buyer's journey – often long before that person becomes a customer. According to the latest [Content Marketing Institute](#) (CMI) research report, 58% of technology content marketers are spending more on getting their content read and heard than ever before.

Content is at the core of every engaging customer experience. It's the currency that brands spend to drive prospects into their sales funnel. Many brands are waking up to the fact that their investments don't live up to their potential because their content gets locked into a single channel, such as a website, by a legacy CMS.

The winning content strategy breaks free of the traditional approach to content management. It considers the full customer lifecycle by building digital experiences that serve each stage, and strives for capabilities like making changes easily, localization and personalization rapid development time and omnichannel delivery.

By thinking beyond the traditional CMS to embrace these next-generation capabilities as part of a modern tech stack, companies are better able to unify their brand voice, increase cross-team productivity and enable a seamless omnichannel experience at scale.

Learn how forward-thinking enterprise technology companies are using Contentful to bring new products and digital experiences to market faster, reach new audiences, navigate silos and scale their businesses.

Mailchimp evolves its knowledge base and frees its teams with Contentful

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Mailchimp helps small businesses grow with an all-in-one marketing platform that powers email campaigns, offers social media ads and integrates with more than 300 apps. Launched as a side project in 2001, Mailchimp now has 12 million customers worldwide who generate more than two million ecommerce orders daily.

ALL HAIL EMAIL

You probably know Mailchimp for its email marketing service. Chances are, there's a message from a Mailchimp customer in your inbox right now – it sends more than one billion messages every day.

But the Atlanta-based company does more than just email. What started as a side project for two founders almost 20 years ago has evolved into a hub for small businesses. In May 2019, Mailchimp launched an all-in-one marketing platform that offers services such as CRM tools, social

media ads and paper postcards. This sentence matches what is currently on the website. We could replace it with stat from their 2019 annual report that says They currently control over 60.51% of the email market.

A well-documented knowledge base has always been important to the company. Most of Mailchimp's users are mom-and-pop operations that grapple with tasks such as how to retarget ads on Facebook or accurately track customer leads. Mailchimp already had a help site that "shattered industry norms," with about 98.8%of self-serve help seekers finding what they were looking for, according to Pamela Vickers, senior engineering manager at Mailchimp. A robust in-app help search function also kept users on track.

Switching CMSes meant a lot could go wrong.

Built to help you grow your own way

We know what it's like to start small with big ideas. That's why we support millions of customers across every stage of their own business journeys.

Pick A Plan

"It was scary. If we break that, we have to hire more support people. It would've been moving backward," Vickers says. If the new site didn't work at least as well as the old one, support volume would go up.

GROWING PAINS

If IT years are like dog years, it's unsurprising that a startup founded in 2001 branched out so fast that it needed a spreadsheet to track hundreds of web properties. Mailchimp realized it needed to consolidate its websites to create a unified digital presence.

It was also time for an organizational change. The static marketing site had its own dedicated engineering team because every time a comma needed deleting or an image needed updating, engineers had to deploy that change.

Mailchimp teamed up with the agency Work & Co to unite their marketing and knowledge base websites under one framework and one engineering staff. After an audit, the team determined that they needed a more mature, nimble site that matched customer expectations. They also needed a way for the marketing team to generate content and make changes independently of developers.

Internally, Mailchimp staff were already familiar with Contentful. When Work & Co named Contentful as their top pick for Mailchimp, they were ready to roll.

SOFT LAUNCH BIG IMPACT

Vickers's team decided on a soft launch for the knowledge base. As the brand and design work was underway for the marketing site, the engineering team tested out Plums, an interface they wrote to go between Contentful and the browser. They hit on a relatively simple design that required only five templates for the entire knowledge base site. After rebuilding templates from the previous CMS, they launched through Contentful.

"It went really, really smoothly," Vickers says, "to the point where I kept thinking that something should have gone wrong." Vickers says her team found some edge cases around localization – the knowledge base is available in English, Spanish, Portuguese and French – but they were easy to fix.

The soft launch gave the team a shot of confidence when it came to flipping the switch for the marketing site. Patrick Young,

Mailchimp's digital production manager, trained marketing and engineering teams on Contentful. When they hit a snag – a link should have been going to a certain location – they were able to quickly fix it with a redirect using Contentful. Young adds, "It showed us how much of a game-changer this CMS really was because we were able to do things so fast."

RESULTS

With the marketing team able to directly edit content, the impact was immediate. Previously, it could take 10-20 minutes just to fix a typo. "Now it's pretty much instant," Vickers says. Whoever spots an error is empowered to make the change with Contentful. "That's huge. But what's even bigger is that they can just create a brand new page without any help from engineering. Where we saw the absolute biggest change is just allowing the marketers the ability to market."

Now the engineering team can watch the number of pages published roll by on a Slack channel, without needing to facilitate publication. "I don't think very often about Contentful or how we interact with it," Vickers says. This frees her up to be strategic, rather than fretting over what might break the site. She can also focus more on the collaborative roadmap between marketing and engineering, rather than planning how to fulfill one-off requests.

Brett Belcher, a knowledge base content engineer on a team of eight technical writers, says his "current job would not have been possible before Contentful. Most of my job revolves around using the Contentful API to pull, audit and manage our knowledge base content."

Belcher's team was working with "a really crummy, antique-y user interface" that made performing even simple tasks like a content audit a chore. To find all the knowledge base articles that mentioned the word "campaign," for example, they had to write a script to crawl every single user-accessible web page to look for that term within the HTML.

"[Contentful] lets us do things that we couldn't do before," Belcher says, adding that auditing is now a much simpler process. The big win, Belcher says, is that teams can use the management API not just to find these changes, but to make "broad, sweeping wholesale changes to content in a fraction of the time."

Technical writer Rebecca Bowen had a similar experience. Previously, finding and adding an image to an article was no simple task. For starters, she explains, you might upload an image and then not be able to find it. Then the preview thumbnails are so small they are hard to decipher. "It used to be a legitimate pain point and would take a long time to search for a little thing," agrees fellow writer Sarah Fierman.

Furthermore, opening more than one tab at a time would often freeze or even crash a user's computer — a risk that writers ran when just trying to preview a story. With Contentful's increased reliability and better navigation, writers can now focus more on content. They can use metrics to see which articles users find most helpful and have cut about 60 by weeding out underperformers.

"It went really, really smoothly … to the point where I kept thinking that something should have gone wrong."

— Pamela Vickers,
Senior Engineering Manager,
Mailchimp

Coming in loud and clear: Intercom chooses a modern stack solution

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Intercom is the business messaging platform that offers the only totally customizable messaging suite to drive growth at every stage of the customer lifecycle, from sales and marketing to support. Intercom's Messenger powers real-time, contextual conversations between businesses and customers, and its accompanying workflows and automation provide personalized customer interactions at scale.

Intercom is powered by a live customer data platform that seamlessly integrates with CRMs and many other tools, including Salesforce, Marketo and Zendesk. The platform powers more than 500 million conversations each month and works with 30,000 companies including Aer Lingus, Atlassian, New Relic, Shopify and Sotheby's.

WHEN BESPOKE DOESN'T FIT ANYMORE

Years ago, the CMSes available were too rigid for Intercom's needs, so it opted to build its own custom content application to make whatever the marketing team could dream up a reality. As it grew, Intercom built a strong in-house brand identity. When it came time for a brand refresh, there was concern that Intercom's hard-coded marketing site would muffle rather than amplify that voice.

That's because only engineers could update content — and they were often the bottleneck for any marketing site changes, even the smallest copy edits. The engineering team also ended up creating lots of custom, one-off pages that were difficult to maintain.

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Nothing about the marketing site moved as nimbly as the company. It took about two weeks from design sign-off to push a page live. Deployments took 20 to 30 minutes. The site took over 500 seconds to build and continuous integration took nearly eight minutes to run.

"We wanted to solve for developer pain; we were really starting to feel it with the old marketing site," says Steven Petryk, tech lead at Intercom. "When you have such a slow build process and such a slow CI process, you start to ship lower-quality code because you just don't want to wait anymore."

As the company rapidly expanded its reach, content teams also needed the flexibility to change the translation process to launch in new markets and get text into the right language quickly. In addition, there were new audience segments that Intercom would be speaking to with its new brand, and that required the ability to A/B test, rapidly iterate and experiment with new ways of communicating with these audiences.
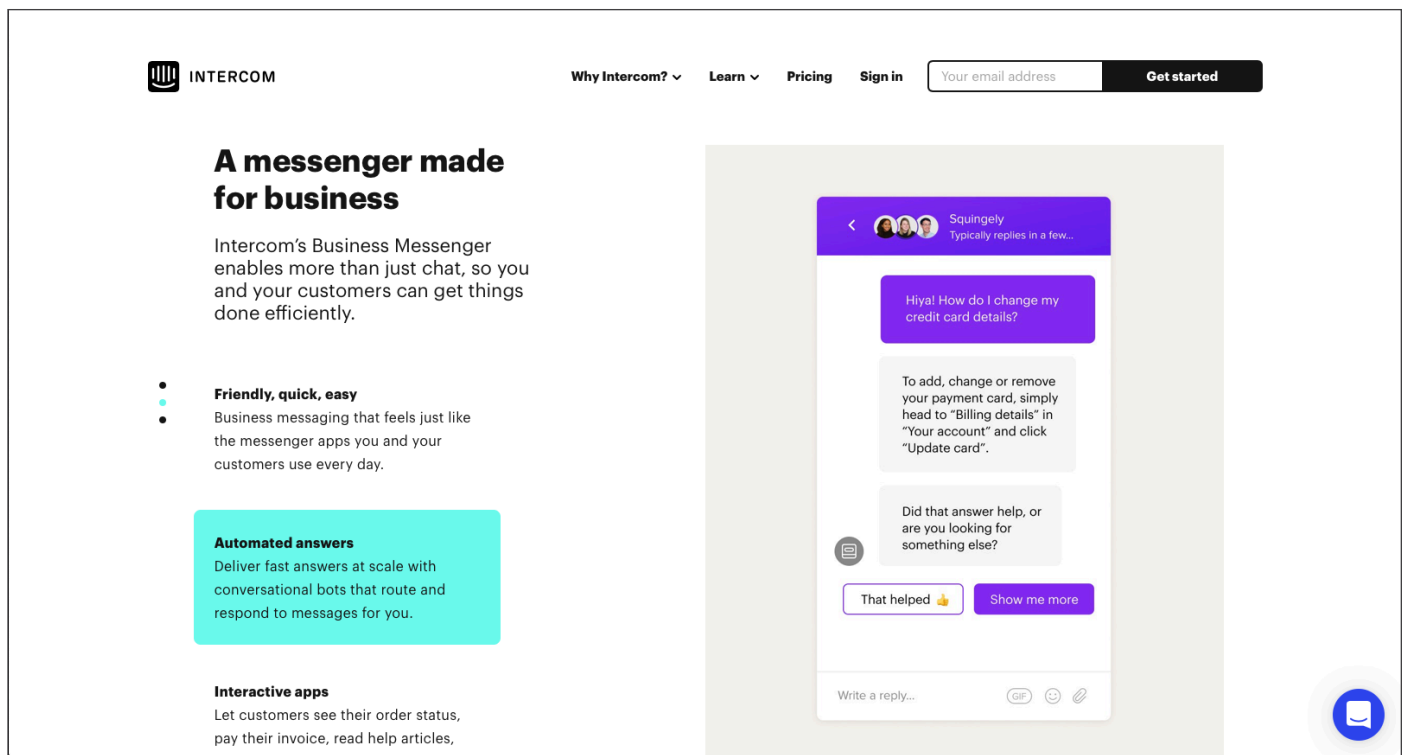
A modern stack was critical to achieving all of these goals.

THE SEARCH FOR THE RIGHT STACK

For Intercom to move faster and level up its marketing site, it needed to build a lighter tech stack, reduce the time for page development, reduce barriers to contribution for marketers and editors and free up time on the engineering team.

They started with a list of more than 100 requirements, says Lauren Ottinger, product manager at Intercom. "There were a ton of stakeholders and people who this project was going to impact – from marketing, branding, content and demand generation to engineering." After grouping the must-haves into themes and prioritizing, the top criteria emerged: brand flexibility, fast build times, overall ease-of-use and the enablement of marketing team contributions.

That still left about 20 CMSes to choose from. The teams debated whether to go with a traditional CMS; with a traditional CMS, the marketing team could make quick changes to the website, but the experiences they could create were limited and inflexible. Making another custom application freed up the creative side but saddled the engineering team with every tiny change.

INTERCOM

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Intercom's Business Messenger enables more than just chat, so you and your customers can get things done efficiently.

Friendly, quick, easy
Business messaging that feels just like the messenger apps you and your customers use every day.

Automated answers
Deliver fast answers at scale with conversational bots that route and respond to messages for you.

Interactive apps
Let customers see their order status, pay their invoice, read help articles,

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They concluded that a more flexible content platform could provide the best of both worlds by making the content easy to update by the marketing team, while providing a system that's easy to maintain for the engineering team. After speaking with several vendors, they chose Contentful for enterprise readiness, out-of-the-box features and simple editing interface.

"We needed a platform that could support us where we were, but a huge deciding factor for Contentful was choosing a platform that could grow with us," Ottinger says. Now that creatives and engineers had started thinking end-to-end and holistically about the experiences they were building, they needed a partner for the duration. "We had a lot of confidence it would be a really strong platform and partner for us for a long time, given that implementing a CMS is not a short-term decision."

Contentful enabled Intercom's marketers to make content changes without being

dependent on engineering. They also built a reusable library of components. The key to these, Petryk says, is finding that just-right Goldilocks size. "If you make your components too large and opinionated, then every single page looks exactly the same. If they're too small, then they're a little bit too flexible. A content author can shoot themselves in the foot by composing too many things together."

Petryk says the team opted for components that are slightly too large and then breaking them into smaller bits. The library reduced the time it takes to build custom elements for each new page, and also increased team efficiency. In turn, cross-team collaboration drastically improved.

WHO WORE IT BETTER: OLD AND NEW SIDE-BY-SIDE

As a proof-of-concept, the first test was to build a marketing page in Contentful then set it live alongside Intercom's existing website. This pilot-in-parallel approach helped marketing team members get

familiar with what pages will look like in the new content system and show them how easy it is to change content or copy. They could also see how quickly different blocks of content can be reused to create other pages without leaning on the technical team.

"From a technical standpoint, we were able to de-risk and prove that we could split traffic to different pages and a phased rollout," Petryk says. "We weren't forced to have a scary all-or-nothing switch in one day – we had a lot more control over that experience. That gave everybody peace of mind and helped us move into the build phase with a tremendous amount of confidence."

RESULTS

"We saw a ton of really positive impact on the business," Ottinger says. For starters, the marketing team can quickly make copy changes, translate and swap out images on the site, which they couldn't do before.

On the engineering side, the numbers improved. They dramatically reduced the time it takes to deploy the site, from 20 minutes to about 90 seconds. The average page build time shrank from about two weeks to closer to two days. The entire site, previously built with Ruby on Rails, is now a server-side rendered React application (built using Zeit's Next.js) that pulls all of the content from Contentful. There's no content in the site's repository, and the site gets compiled to plain HTML, CSS, and JS at build time.

"It all helps us iterate faster, do faster launches, support components more quickly," Ottinger says. "It's pretty seamless, so that's great."

"In Contentful, editors lay out all of the content and 'think in components,' a lot like engineers. By composing and arranging components, they can build pages entirely from scratch. In fact, the site today has NO bespoke components for any specific page."

– Steven Petryk, tech lead, Intercom

Mavens reinvents identity and access management in the cloud

Successful drug brands loom large in the collective memory. Ask an average person on the street about Nexium, Lipitor, Adderall or Tamiflu and they quickly recall the symptoms and diseases these drugs treat. These drugs owe their popularity to the marketing activities of drug manufacturers. Every time a new drug enters the market, the manufacturer launches a slew of websites, apps, newsletters and promotional campaigns to communicate the benefits of the drug to patients and doctors.

What sets these marketing initiatives apart is that the pharma industry lives by the "more is better" mantra. There are multiple websites for explaining a drug's benefits and side effects, providing advice to affected communities and documenting clinical findings. The complexity of building and maintaining all these properties is further multiplied by regulatory requirements. Drug manufacturers are obliged to obtain visitors' consent, alert them to a variety of legal

notices and securely store their records for later auditing.

To keep up with these requirements, pharma companies typically work with a dozen contractors, build apps and sites across a wide range of technologies, and deploy them to a mix of self-hosted servers and cloud providers. It's no wonder that such a working setup results in high development costs and extremely long implementation cycles. Even a simple microsite can take as much as four months to build and get approved. Confronted with this reality, Mavens wanted to overhaul the way pharma marketing is done.

A SINGLE SOURCE OF TRUTH

The high technological costs faced by the pharma industry are often blamed on regulatory requirements. Authenticating visitors and getting their consent can constitute a significant chunk of the development budget. But what makes pharma marketing campaigns truly costly

is that the same functionality has to be recreated from the scratch for each new website, app or mailing list.

Mavens Consulting capitalized on this insight and built a solution replacing piecemeal user management with a centralized Identity and Access Management service powered by the Salesforce Identity platform. The solution addresses the obvious requirements – developing a secure, responsive and intuitive login form – as well as more sophisticated concerns about where to store data, how to encrypt credentials and manage legitimate access to user data.
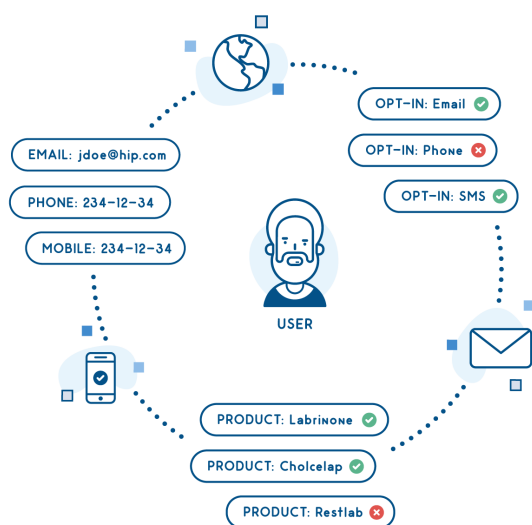
Centralizing identity and access management helps companies build an in-depth profile of their customers

This means that now they can integrate a ready-made solution to manage their visitors. Everything from a basic login flow to consent modules and visitor profiles can

be added to a website, app or a digital kiosk with the integration of a login page created by Mavens Identity and Consent Manager. The login page can be configured to collect and display appropriate information in a matter of minutes and once a visitor registers, their data is stored in Salesforce and becomes immediately accessible to authorized users under the Accounts tab.

Keeping customer records in a centralized database improves the customer experience. Gone are the days when visitors had to power through a carousel of login pages and consent forms to find the relevant information. Since the login page is powered by Salesforce Identity, authenticated users are recognized and can immediately proceed to the desired section of the website.

Pharma companies, on the other hand, finally have a chance to build up a holistic view of visitors they serve. "When

Centralizing identity and access management helps companies build an in-depth profile of their customers
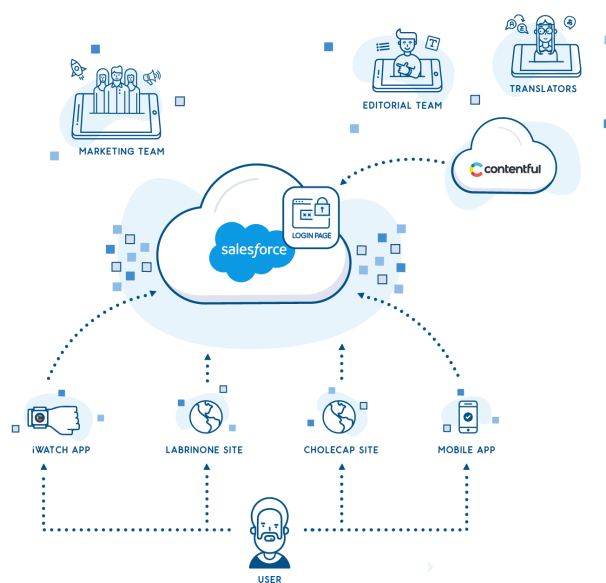
Technical setup of the Mavens Identity and Consent Manager

drug manufacturers implement custom authentication solutions, visitor data is disparate and scattered across multiple silos, and becomes a real challenge to create value," explains Ian Glazer, senior director of identity at salesforce.com. "These gaps can result in customer interactions that are either too late, impersonal or not happening at all. Integrated identity services are instrumental in creating cohesive, 360-degree views of every customer."

SEPARATING THE LOOK FROM THE FUNCTIONALITY

Mavens felt that the Identity and Consent Manager had the potential to overhaul the obsolete way of implementing marketing campaigns, but to convince their customers, they needed to address a lingering concern. A lot of organizations worry that the use of a third-party IAM service would make it impossible to customize login pages. The concern has serious weight to it – industry studies have shown that a large percentage of visitors terminate their session when redirected to an external website to authenticate.

To address this concern, the engineering team considered bringing the Mavens ICM to all the major CMS platforms used by the customers. "For a while, we toyed with the idea of building a standard IAM plugin," explains Paul Battisson, lead technical architect EMEA at Mavens, "but after we researched how these platforms are architected, we quickly dropped the idea. The costs of doing so would be staggering and take years to implement."

As the team considered alternative solutions, engineers began exploring the idea of adding a headless CMS, a publishing tool stripped of its front-end component, to the solution. Paul admits to having certain misgivings at the time: "We knew that this approach would only work if the CMS in question offered a whole range of advanced features." These included a well-documented, low-latency API, the ability to change content schema easily and a fully customizable user interface. "And it should also appeal to end-users who wanted a tool with a simple, straightforward interface."

The engineering team has evaluated several vendors, but developer sympathies clearly sided with Contentful. "We looked at how headless CMS vendors stack up against our requirements and it clearly stood out as the most mature solution on the market," admits Paul Battisson. But it was a passionate reaction of the engineers that sealed the choice of the CMS. "Our developers absolutely loved Contentful's API docs and SDKs. And for every question we filed, we received a thorough explanation with examples and best practices. Who could resist that?"

Technical setup of the Mavens Identity and Consent Manager

Contentful performs a dual role in the setup championed by Mavens. On one hand, it contains content types for managing content on the pages. This might include a page title, background images, calls to action, footers, headers and blocks with other informational content. On the other, Contentful is also used by the design team to define the look of the login page. There is a dedicated content type that is used for serving a stylesheet and defining visual elements of the login page.

Samuel Rosen, lead identity and consent architect explains: "Having a simple interface, where editors and designers can safely manage the look and content of a login page and then instantly deploy the changes is a huge improvement over how the pharma industry did things until now." Implementing Mavens Identity and Consent Manager leads to a two-fold improvement: the marketing teams no longer have to rely on developers to push changes to the website and the changes can be deployed in a matter of hours making companies more responsive to regulatory changes and consumer needs.

ONE SERVICE, MANY COUNTRIES

Launching drugs internationally requires manufacturers to navigate numerous legal, technical, and logistical hurdles. As Samuel Rosen explains, "Localizing consent goes beyond translating a legal disclaimer. One also needs to implement specific regulatory requirements in terms of what data is collected, how long it is stored, and what marketing activities

are permitted." For example, in the US, opting in to receive marketing materials has no expiry date, whereas Germany requires companies to renew the opt-in every six months.

Traditionally, these requirements were met by running a collection of individual sites and apps for each major market. Mavens Identity and Consent Manager take a different approach: Instead of implementing a new IAM solution each time, companies can simply add a new consent policy to an existing login page. This way, registration form fields, disclaimer text and user data permissions are automatically updated to reflect the regulatory framework applicable to the visitor's country. Drug manufacturers can then use the same website across multiple markets leading to dramatically reduced costs.

This solution, however, would be incomplete without the possibility to localize the content of the login page just as easily as the login form. And Contentful offers an elegant solution to this problem. On the content creation side, roles and permissions can be configured not only for specific content types but also for specific languages. On the content delivery side, a single API-endpoint is used to deliver all the versions of an entry. "All we need to do to retrieve content in a specific language is to include the language parameter in the query," remarks Paul Battisson "which dramatically simplifies the architecture of the front-end client."

Mavens uses Contentful to power login pages across multiple websites, apps, and languages.

RESULTS

Mavens set out with the goal of changing how drug manufacturers engage with doctors, patients, and consumers. Recognizing how outdated marketing infrastructure inflates the costs of technical development and results in inferior user experience, the Mavens team came up with a new solution for identity and access management. It combines Salesforce Identity for authentication and authorization with Mavens consent framework and Contentful for controlling the look and feel of login pages. The resulting setup helps Mavens build innovative solutions for the pharma industry quicker, better and cheaper than ever before.
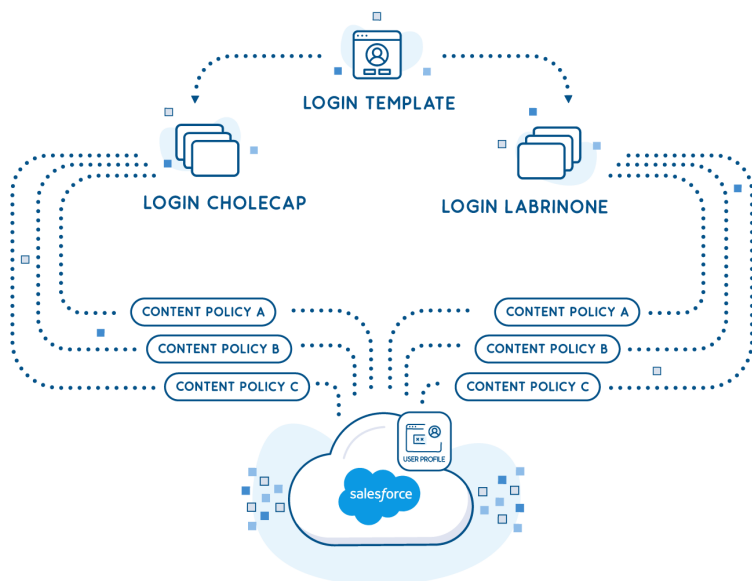
Mavens uses Contentful to power login pages across multiple websites, apps, and languages.

"Our developers absolutely loved Contentful's API docs and SDKs. And for every question we filed, we received a thorough explanation with examples and best practices. Who could resist that?"

— Paul Battisson, lead technical architect EMEA, Mavens

Optimizely builds experimentation into the content creation workflow

Optimizely helps businesses experiment with new digital ideas across websites, mobile apps and connected devices. The company wanted to fully use its platform to build experimentation into their own content creation and development processes.

Optimizely had been using GitHub as their defacto CMS solution, which was familiar to developers but a huge barrier for non-technical staff. However, their legacy infrastructure prevented them from making full use of the Optimizely platform. The team adopted Contentful to enable this integration and use the platform's UI extension capabilities to customize their marketing team's experience.

Content can be created in Contentful's web editor and directly added to experiments in Optimizely – without bouncing between apps. Users can also select what events to measure and view experiment performance, such as split page testing, directly in Contentful's app.

With Contentful, Optimizely can now build experimentation into their content creation workflow. Deployment time has decreased from 30 minutes to nearly real-time. As they migrate their marketing site to Contentful, the web team will eventually sunset their old codebase and focus on building more UI extensions that address a wider variety of use cases.

"One of the main reasons we chose Contentful was that it gave us the ability to customize our end user experience by developing UI extensions. This has allowed us to begin building experimentation into our content creation workflow."

— Brad Taylor, senior front engineer, Optimizely

Clover empowers merchants, content authors and developers

Clover is a cloud-based Android point-of-sale platform. They design customized POS devices that make running a business easier and accepting payments from customers seamless. Clover has shipped over one million devices to business owners all over the world with one goal: to empower those merchants to run their businesses more easily and profitably.

Clover.com was built on Wordpress, but as Clover expanded into more countries they needed a better way to support localization and translation. They also needed a solution that could support more complex use cases. Clover.com provides support for multiple apps, and the site needs to filter content by locale as well as the specific app or device the merchant uses to provide a personalized experience.

FASTER CONTENT CREATION AND PERSONALIZATION

Clover wanted to give the content team and content authors the ability to edit their own content and create pages on the fly. Specifically, they wanted a way for content creators to update the homepage faster. Before Contentful, the content team had to request changes and then wait for the code to be updated and sent to production.

Clover's design team used Contentful to create a modular homepage that can support multiple use cases. The content team can add new sections on the fly and completely control the homepage content. As soon as new content is created in Contentful, it is streamlined into production — a much faster process.

To support Clover's multiple apps and locales from a single homepage, the team created a simple interface that allows

authors to define what content should be served based on the URL used to access the page. The homepage loads dynamically based on this URL routing and the user's locale to deliver a personalized user experience. The fact that the content loads dynamically when someone types in the URL is cool and very exciting for their developers. (maybe pull this as a quote)

A TARGETED HELP APP, OPTIMIZED FOR SEARCH

When Clover designed their help app, they faced many of the same challenges presented by the homepage. They needed to empower content creators to deliver content targeted to a user's locale and specific POS device. SEO was also a key consideration for the team: If someone typed a question into Google, they wanted the help app answer to appear at the top of the search results.

They chose to build a static app with all routes and data defined up front so that search engines could easily crawl the

content. Contentful enabled them to use React Static as their site generator and take advantage of React's site mapping to further support their SEO goals.

Building a static app required a different process for content creation than the one used for the home page. Instead of updating content on the fly, content is updated with each new build cycle. The team used Contentful to build an editorial interface where content authors can manage content variations and define the sections and content needed for each device and locale. Editors can also easily preview content.

ITERATIVE DEVELOPMENT KEEPS CLOVER MOVING FORWARD

Contentful has made it easy for Clover to continue to improve their site and deliver better experiences for both their merchants and their content team. In 2018, they redesigned their homepage to include direct sales and content to help merchants pick the best device for their needs. This design drew on lessons learned from their first Contentful project and focused on a more flexible content model and reusable elements.

The help app has continued to evolve and the migration scripts in Contentful have accelerated the process by allowing Clover to treat content like data and move it programatically. They also plan to start using Contentful's preview feature to improve the author experience.

Clover has taken a "practice makes perfect" approach to content modeling. It's been an iterative process to find a balance between reusable, flexible content and an intuitive, simple process for the content creators.

"With Contentful, the content team and authors are able to control and edit their own content much more easily, new pages are being created on the fly."

— Rachel Church, senior software engineer, Clover

Content management platform designed for modern tech stack

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The days of standalone products are no longer – they have proven too limiting. By taking a platform approach to content management, you'll be able to scale and accelerate digital innovation. Empower business and technical teams, connect to any number of third-party services, and create a growing content network as your competitive advantage.

At Contentful, our mission is to modernize the way content flows and lead the transition from legacy CMS to a modern content platform. Our platform is purpose-built for the modern tech stack, allowing

you to remain agile while building to meet the expectations of tomorrow.

We've helped some of the largest companies succeed in their industries and sectors by enabling omnichannel experiences without the burdens of internal complexities and resource constraints. So if you are looking for the most effective way to operationalize your content strategy seamlessly across all channels and create a customer-centric digital experience that drives meaningful results, we'd love to partner with you on your journey.
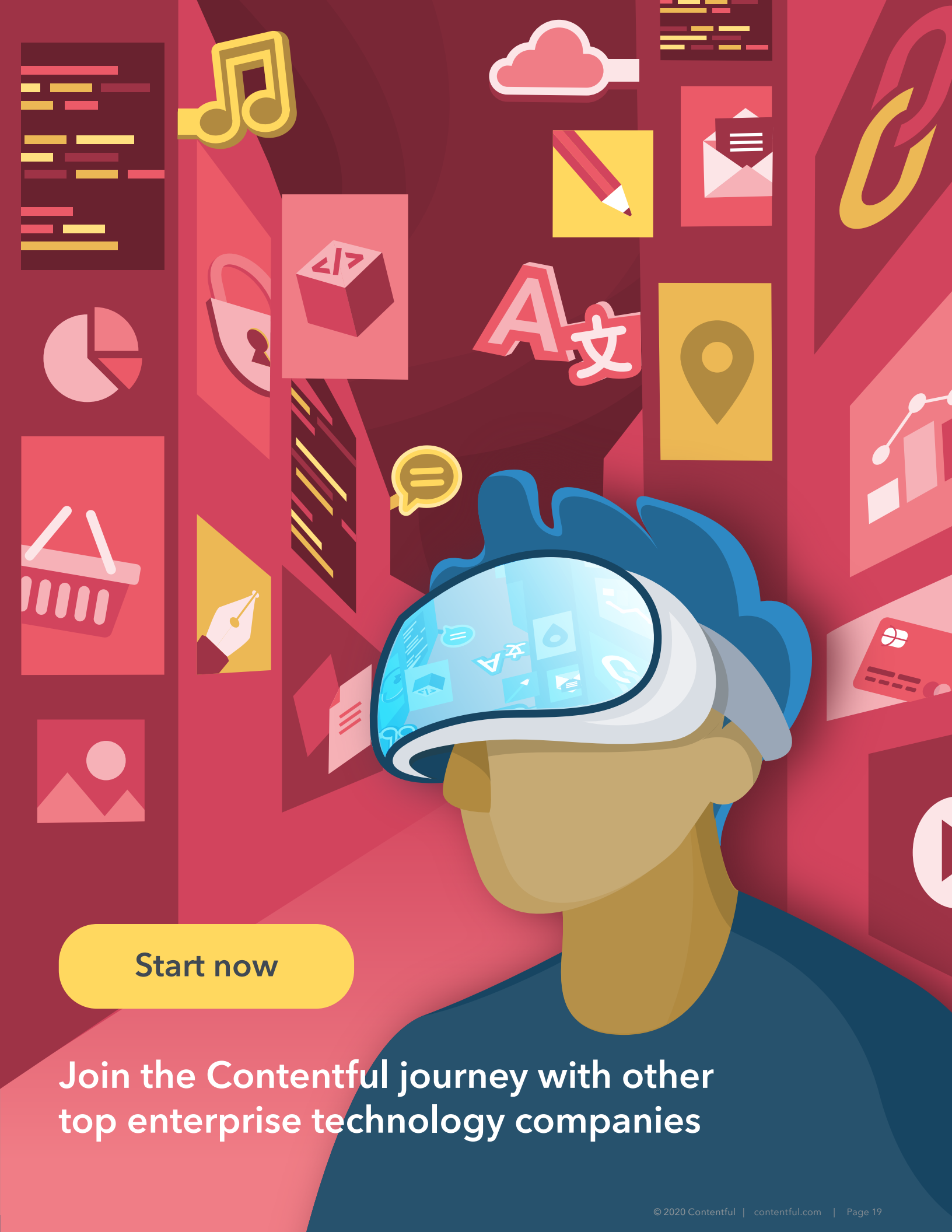
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