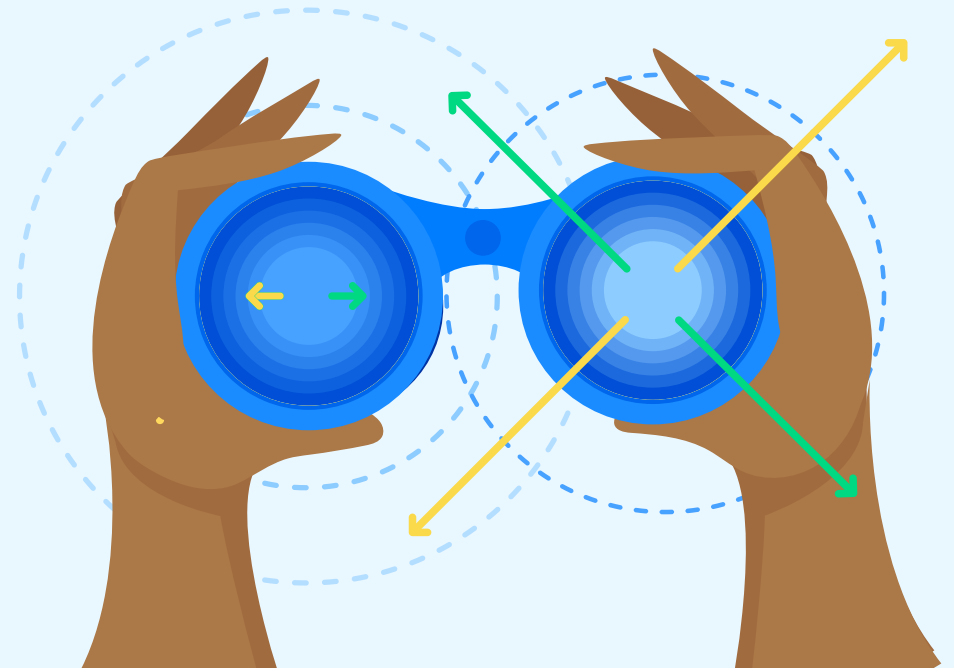




Twilio Segment Customer Data Platform and Contentful: Unlock a better content experience with data to accelerate growth and personalization at scale



CUSTOMER BENEFITS

Turn your content into the strategic asset it should be

Today, creating great content can only take your business so far. Your customers expect that every interaction with your brand is personalized and consistent across the entire omnichannel purchasing experience, from research to point of sale and beyond. Great content is what feeds this experience, but great data is what takes it to the next level.

When you build an agile, composable tech stack that includes Twilio Segment and Contentful, with the help of Ninetailed's API, you can leverage fully personalized data from every touchpoint to drive growth and deliver unparalleled customer experiences across every channel.

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 Twilio Segment's access to countless customer data streams means you have what you need to compose and distribute content to the right customer, at the right time, on the right channel. With continuous data being fed between the two platforms, you can seamlessly create data-driven content journeys, guide your customers to ideal outcomes, and automate content decisions with real-time customer insights. Together, Twilio Segment and Contentful can help your business build, distribute, and learn from personalized content quickly and at scale.



Increase engagement and conversion with consolidated data and a unified view of your customer.



Automate content decisions in real time so you can execute personalized journeys faster.



Deliver targeted messaging and content for personalized experiences based on audience segments across websites and mobile apps.

KEY VALUE

The partner advantage



- Collect, govern, synthesize, and activate your customer data.
- Create unified customer profiles with real-time data across touchpoints to activate more precise customer experiences.
- Empower every team with personalization and create dynamic content in just minutes.
- Twilio Segment is customizable and extensible, so you can build your data infrastructure the right way, and the way you want.



- Utilize powerful orchestration of your content and messaging across brands, regions and for your commerce or marketing channel of choice.
- Build and deliver intelligent digital experiences faster through audience insights, content reuse and AI tooling that generate optimized experiences.
- Empower your 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 Composable Content Platform and Twilio Segment to power their content experiences will:



Connect, create, and extend content to audience more efficiently



Improve lead generation, lead quality, and sales



Launch and optimize personalized, omnichannel experiences in minutes

Creating differentiated value for our customers

Bang & Olufsen

Bang & Olufsen needed to replace a legacy CMS to address new and growing omnichannel delivery needs – from mobile apps and web apps to in-store digital signage. After onboarding Contentful the luxury audio retailer has been able to bring its brand and offerings to every digital space customers show up on. B&O also unified its ecommerce site, which was previously broken into a product catalog site and a checkout site, to create a more streamlined customer journey and encourage purchasing.

RESULTS



60% increase in conversion rates



27% increase in average order value



5x faster page loading time

“

Personalization and knowing which customers to reach on which channels is top of mind for us. Segment and Contentful are two solutions that are core to our personalized marketing strategy. Segment not only lets us know who our customer is, but what they're doing and what they need. With this context, Contentful lets us serve up dynamic content to meet their specific needs. We are very excited about this partnership and how it can continue to help us build great customer experiences.”

Nikhita Sagar

Lead Product Manager at TaskRabbit

taskrabbit



Together, Contentful and Twilio Segment are revolutionizing the customer experience. To learn more, visit:

[Twilio Segment | Contentful Bang & Olufsen case study](#)



Partner with Contentful and Twilio Segment

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

[Partner with us](#)

Contact us today

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