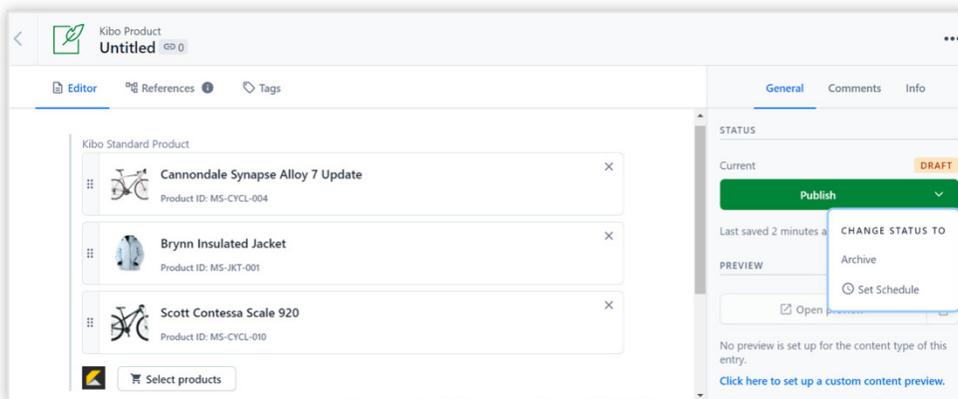


# CREATE DYNAMIC, IMMERSIVE ECOMMERCE EXPERIENCES

In today's digital-first era of commerce, retailers and brands need to be able to react to consumers' ever-changing expectations. The number of digital channels has increased, from standard eCommerce websites and mobile apps to the Internet of Things applications and social commerce. How can retailers and brands keep a consistent, yet dynamic and immersive experience across all these digital channels?

Kibo and Contentful have teamed up to deliver digital commerce experiences faster, accelerating time to value. This partnership ensures a consistent shopping experience across all your sites, marketplaces, and points of sale.

Kibo connects the product catalog in Contentful to streamline content management. Speeding the process means more time to showcase product offerings and results in driving more revenue.



## WHAT IS KIBO HEADLESS ECOMMERCE?

Kibo Headless eCommerce is a modern, multi-tenant SaaS solution, built with the top-rated commerce functionality and great extensibility to support the most unique customizations. Kibo Headless eCommerce is the perfect solution for small teams of business users as well as large enterprises supported by numerous developers.

Global brands such as Adidas, Reebok, and Office Depot rely on Kibo's API-first, microservices architecture. Extensible architecture and flexible product capabilities make it simple for organizations of all maturity levels to build compelling, unified and personalized customer experiences.

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## WHAT IS CONTENTFUL?

Contentful is the leading content platform for digital-first businesses, helping more than 30% of Fortune 500 and thousands of brands around the world create and manage digital experiences for customers across any channel. It enables greater speed and scale than traditional CMS solutions. Contentful unifies content in a single hub, structures it for use in any digital channel and integrates seamlessly with hundreds of other tools through open APIs.

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## BENEFITS OF KIBO X CONTENTFUL

The open and extensible App Framework of Contentful allows for deep UI customization, advanced content automation on the backend and seamless integration with other services ensuring the platform can be adapted to business needs. Kibo provides top commerce functionality, including Product and Catalog Management, Discounts and Promotions, Search, and much more, all accessible via APIs.



### INNOVATIVE COMMERCE EXPERIENCES

Deliver on your customers' expectations, in the channels that they are visiting, to create experiences that are as unique as your brand.



### DECREASED TIME TO MARKET

Streamlined workflows help launch new digital experiences and drive business impact faster.



### INCREASED BUSINESS AGILITY

Open APIs enable retailers to integrate platforms and scale depending on business needs.

## Leading Organizations Use Kibo and Contentful to Drive Their Commerce Experiences

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## GETTING STARTED

To start using Kibo with your Contentful site, visit the [Kibo x Contentful integration](#) page.