

Why Contentstack

Deliver personalized experiences everywhere

The future of digital-first business depends on how you design your customer experiences. With Contentstack, marketers and developers can deliver highly contextual experiences at the speed of their imagination.

Why companies like yours choose Contentstack

- **Simplified business logic:** With Contentstack's Automation Hub, you can seamlessly automate manual tasks, build triggers across your marketing systems in just a few clicks, see the full feedback loop, and audit trail.
- **Faster content publishing:** With Contentstack Launch, you can build and deploy your customer experiences faster and improve your developer experience with fully integrated, automated, MACH-compliant front-end hosting.
- **Flexible content modeling:** Organize and scale your content without having to write code. Your content is organized in blocks to help you deliver the best experience at the right time.
- **Responsive live content preview:** Live Preview allows you to ensure your website content looks precisely how you intended before you publish across your marketing channels.
- **Award-winning cross-vendor support:** From architectural advice to proactive performance monitoring, Contentstack's Care Without Compromise promise ensures that our customers continuously get the most out of their use of their platforms and their investments into content experiences.

"Since migrating to Contentstack, updating content has gotten **90% faster**; furthermore, it has allowed K2 to **launch eight websites in less than six months.**"



- Nicole Fugere
Director of Web Services

"To think that my team is managing all the content **without needing technical skills** whatsoever is astonishing.

They can create the content, publish it, review it, and make sure it is propagated to different environments across our stack **without needing developers** or anyone from the operations teams to be involved. **That is pretty close to magical.**"



-Gireesh Sahukar
Vice President of Digital

