

aws marketplace

Contentful

Reviews, tips, and
advice from real users



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Product Recap



Contentful

Contentful Recap

Contentful is a modern content management platform known for its reusable components, easy integration, and flexible content modeling. It enables content management across multiple platforms quickly and efficiently.

Contentful's API-first architecture and Rich Text editor offer seamless content management for different platforms, enhancing productivity by minimizing coding efforts and allowing non-technical individuals to update content effortlessly. It supports diverse needs like content preview, localization, and scalability, which accelerates deployment and reduces costs. The intuitive interface facilitates rapid project delivery with minimal overhead.

What are Contentful's most important features?

- **Reusable Components:** Facilitate consistency and efficiency in content creation.
- **API-First Architecture:** Allows seamless integration across platforms.
- **Rich Text Editor:** Simplifies content management with advanced editing capabilities.
- **Content Preview:** Enhances content accuracy and workflow efficiency.
- **Localization Support:** Facilitates content localization across regions.
- **Scalable Architecture:** Supports growing business needs and rapid deployment.

What benefits and ROI can users expect from Contentful?

- **Improved Workflow:** Streamlines operations, saving time and reducing bottlenecks.
- **Cost Efficiency:** Reduces development expenses with faster deployment.
- **Enhanced Flexibility:** Allows adaptable content types for dynamic content creation.
- **Ease of Use:** Non-technical teams can manage content with minimal learning curve.
- **Rapid Project Delivery:** Supports agile methodologies, minimizing project timelines.

Contentful is extensively used for storing, managing, and retrieving content for web and mobile applications. Businesses utilize APIs and GraphQL to decouple content from presentation layers, driving dynamic websites and applications. It integrates effortlessly with other platforms, offering seamless access to non-technical teams, and supports diverse applications like documentation, marketing, and internal data management. Contentful's adaptability with content types allows quick page creation and content updates across different projects and clients.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Since adopting Contentful, we have seen an increase in sales and marketing from 45% to 65%.”



Margaret Thatcher

Production Manager at Unilever

- ✓ “Contentful has impacted my organization positively because it has been a game changer since we started using this tool.”



Clifford Mateo

Data Analyst at PwC

- ✓ “Contentful is a great tool and a powerful solution to support multiple platforms.”



Rishabh Singh

Senior FrontEnd Developer at Adobe

- ✔ “Contentful has impacted my organization positively because the business is able to change the content without the help of a developer, and they can make a deployment very easily.”



Dhanush Sivaji

Lead Experience Engineer at a media company with 10,001+ employees

- ✔ “I have definitely seen a positive return on investment with Contentful, due to time-saving and efficiency gains, team collaborations, and resource optimizations, which have also positively impacted the revenue.”



Rahul Yadav

Contentful Service Developer at Kalpsys Technologies

- ✔ “Contentful has positively impacted my work because I have people browsing Google and because I use SEO as well, and my articles are indexed and written by me, people come and read them, and the most valuable part is that some people find them attractive and actually read about topics like the difference between chatbots or agents, what is a chatbot, what is fine-tuning, or remote work, which are quite important looking at the market right now.”



Lukasz Sobiech

Senior Front Full Stack Engineer & End Ai Architect & Engineer at Immediate Tiger - IT

- ✔ “Contentful has positively impacted my organization by facilitating faster campaigns for marketing content, reducing the dev workload, and shortening the time to market, with no hard-coding of content, a clean API-based architecture, and reusable components.”



Shivam Sharma

Frontend Developer at a consultancy with 11-50 employees

What users had to say about valuable features:

“The best features Contentful offers are easy data management, separate environments for different stages such as QA, UAT, production, and staging, and the ability to create dynamic pages using content.

“Contentful has positively impacted my organization by making things easier. I am able to create new pages immediately without significant additional development effort.

“Contentful has helped my organization in specific ways. Changing data has become much easier, so I do not have to deploy every time data changes in my application. If clients need more pages, I can build them immediately without any development work..”

Csaiteja Csaiteja

Software Developer at a consultancy with 11-50 employees

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“The best features Contentful offers in my experience are the management of the content. I can configure my content based on the store, time zone, and time frame. I can configure my data on a specific store and a default store. I can have the last updated data. This makes it too easy for me to manage my dynamic content.

When I talk about configuring content by store and time frame, that flexibility helps my team and my workflow. For example, I want to play a promotion in my kiosk only from 10 AM to 7 PM. After that, I want to play a different promotion. I would just configure it with the help of Contentful. I will use the time slot or time frame where I will show a promotional banner, X banner, from 10 to 7. After 10 to 7, I will show the default banner.

Contentful has positively impacted my organization as it upscales the revenue and enhances my mobile and kiosk application appearance and feel with dynamic content. We have integrated it for the loyalty as well. So it helps us to retain our customers with the dynamic content of the loyalty and dynamic promotion from the loyalty, which we are configuring into Contentful. Also, for promotion purposes, we are using Contentful, so it is totally worth it..”

Amar-Kumar

Technical Lead at a tech services company with 501-1,000 employees

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“In my opinion, the best feature that Contentful offers is the headless capability.

The headless feature stands out for me because it is very helpful for our team, especially for anyone who is non-technical when they update the content or create new pages. Using the template features allows them to easily update the content and modify it. The nested hierarchy plays a key role here since you do not have to change one component repeatedly across several pages; you just have to make the change in one component, and it will automatically propagate wherever it is nested.

I think this is more than sufficient regarding the features in today's era for both technical and non-technical people.

Contentful has positively impacted my organization because, as I mentioned, since we are using the headless setup, when we need to create new pages, update content, or conduct any marketing activity, we no longer need to rely on a technical person. Our marketing or SEO team can simply perform these tasks.

This change has resulted in measurable outcomes, including an increase in sessions on our website..”

VaibhavShukla

Product Owner at DigitUp

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“Contentful offers many features, including functioning as a headless content management system that can be integrated with any tech stack, using a CDN to deliver content which is significantly faster than serving through a single server, and providing a UI that is very easy to use, allowing users to navigate around easily and perform their normal tasks.

The most valuable feature is the headless capacity of Contentful because Nuxt is used for the front end and Shopify for back-end operations, so Contentful bridges that gap easily and allows content-heavy pages to be managed.

Contentful has helped serve clients better by allowing campaigns to be launched quickly and pages to be developed rapidly, enabling focus on the structure of the page while putting the content on Contentful, which reduces the time to make the page live.

Pages that previously took around a week to launch now take two to three days less, depending on the page size and complexity.

Contentful has allowed the team's work overhead to be saved, as previously there was back and forth for multiple changes requiring code deployment multiple times to see those changes. By using Contentful, content can be changed directly and seen updated on the live website, which saves around 30% of the time that would have been spent..”

Arinjay Gangwar

Software Developer at a consultancy with 11-50 employees

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“Contentful is very flexible and developer-friendly. The content modeling system allows us to structure data exactly how we need it. The API-first approach makes it great to integrate with different platforms, whether web or native devices.

The content modeling system allows us to have a specific way of segregating our data for ratings and user profiles. When we have influencers, we have a certain set of structure that we can simply edit quickly and it is reflected via the API. There is less time in terms of saving the data and having it reflected in the environment without any further builds.

The changes made in Contentful are reflected very quickly in the browser, resulting in less downtime and actually no downtime at all. There is no separate build required each time we publish new changes. We just have to make the changes in the CMS and they are quickly reflected in our environments as soon as we publish them.

Contentful has had an amazing impact on us. The customizable content models and fast, reliable APIs allow us to integrate the front end with various third-party services. It is a very customizable and scalable solution that makes Contentful stand out.

We are getting a couple of significant benefits. The first is obvious time saving. Previously, we had to run our build and review the results. Now that requirement has been completely reduced. Our content team creates and organizes content in our CMS, and any text or detail changes are really quick to adapt. We just have to publish the changes in Contentful and immediately they are available in the API being utilized by our platforms.

We have seen improvement in many areas. Our development and static content changes have been really fast. We just have to publish changes in the CMS and immediately our platforms reflect those changes without any specific build or republishing of our native applications. We have seen a significant increase in the performance of our web application. The initial load time has improved significantly because the APIs are very fast, and we are able to load our initial

frame much quicker than it was earlier..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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“Contentful is very easy to learn because the beneficial aspect I discovered is that we are able to use reusable components. If we make one component, we can use it for another component as well. The integration part is very easy, and anyone who wants to learn Contentful can learn it in a few months. It is very useful. There are features such as Rich Text, which handles data formatting so we don't have to work from our code. This is the best feature I have experienced, the Rich Text.

“The best features Contentful offers in my opinion are the models, the fields, and the Rich Text. We can manage content according to the UI—whatever the UI is, we can manage that content in Contentful accordingly. This is the best feature I have found. It literally reduces the code, so a coder doesn't need to think about content, where to hold it and where not to hold it.

“These features help my team's workflow. For example, if I have five to six components in my projects and there are limitations of 50 models we can create, we can use those 50 models in our project, and anyone can use that.

“Contentful has impacted my organization positively because it is the best headless CMS, and it is very useful for my organization. Content management is very easy with it. When we started using Contentful, we stopped worrying about the content, where to place it and how to manage it, how to design it, or how to show it in the front-end. These things are managed by Contentful, which has impacted our organization very positively.

“Since using Contentful, it has saved a lot of time for our team. We don't need to put content in our code and make the project heavy. We use the content in Contentful, integrate those APIs, and get the content from there. We are using it in every project; Contentful is very useful..”

Rohini Kushwaha

Software Developer at a consultancy with 11-50 employees

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Other Solutions Considered

“Previously, we were utilizing AEM, which is a page-based system. It was a bit difficult in terms of training people and in terms of the flexibility they had for providing content. When it comes to Contentful, being an API-based approach, it seems much easier for developers to integrate and visualize how the data would come in JSON form and all. This is amazing..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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“We evaluated Strapi as an alternative. Comparing both tools, we found Contentful to be more precise to our use case and the functionality we wanted, so we went ahead with Contentful..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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“I evaluated Strapi, but Strapi requires everything to be done by the developer only, including in-house premises and deployments, while Contentful allows us to do everything on the fly..”

Viswa Telagamsetty

Technical Lead at Gspann

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“In the initial stage of the product I am working on, we chose Contentful, so we have not explored anything else.

Before choosing Contentful, we did not evaluate other options, as we have not explored any other tool..”

Amar-Kumar

Technical Lead at a tech services company with 501-1,000 employees

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“In the initial stage of the product I am working on, we chose Contentful, so we have not explored anything else.

Before choosing Contentful, we did not evaluate other options, as we have not explored any other tool..”

Amar-Kumar

Technical Lead at a tech services company with 501-1,000 employees

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“I previously used Sanity before Contentful. We could make models and schemas in our code, which would then be reflected on the browsers, allowing us to manage it accordingly for any of the projects.

“I think Contentful is the best option to use and I did not evaluate any other options before choosing Contentful..”

Rohini Kushwaha

Software Developer at a consultancy with 11-50 employees

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ROI

Real user quotes about their ROI:

“I would say we have seen a return on investment because the cost in the infrastructure got saved. Contentful is a platform offering that manages the infrastructure for us, resulting in savings in terms of infrastructure..”

Dhanush Sivaji

Lead Experience Engineer at a media company with 10,001+ employees

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“I have seen a return on investment. Previously, we used to have 10 developers for the ATG Oracle cloud, but for Contentful, we only need two developers, and once it is streamlined, producers can handle everything without the need for developers..”

Viswa Telagamsetty

Technical Lead at Gspann

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“I have definitely seen a positive return on investment with Contentful, due to time-saving and efficiency gains, team collaborations, and resource optimizations, which have also positively impacted the revenue..”

Rahul Yadav

Contentful Service Developer at Kalpsys Technologies

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“I have seen a return on investment because now, to handle our website, we do not need technical staff. The marketing team can manage content operations, A/B testing, and marketing tasks themselves, requiring the technical team only for template-based or page structure changes. This means our team size and costs are reduced..”

VaibhavShukla

Product Owner at DigitUp

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“I have seen a return on investment, and I can share relevant metrics in terms of money saved and time saved. It saved money and resource time. If I were implementing dynamic content management in-house, it would take a lot of effort to implement and then integrate. Contentful is a platform where I can just get the license and start working on that. So it is quite easy, and with its help, we are able to get the data from Contentful. Obviously, if we are using Contentful, we just need to configure our data with no worry about how Contentful manages our dynamic data..”

Amar-Kumar

Technical Lead at a tech services company with 501-1,000 employees

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“Contentful is already a great tool and amazing to utilize, so there is no specific improvement I would suggest in that regard.

Pricing for the base usage is very minimal, so it is very great to adopt. However, as soon as content volume increases, since we are a huge e-commerce platform, the pricing for larger content storage is more. I would say that with higher enterprise-level scale, it becomes a little pricey. In terms of acquiring the licenses, the team has been very supportive. The initial demo that was given by the team was really great to understand the tool and how powerful it is..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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Use Case

“I use Contentful to manage content-heavy websites for clients, where all content related to pages is stored, such as product pages, landing pages, and the homepage.

The preview API is used heavily, which allows editors to create pages and preview them on their machines to see how content will look on the website..”

Arinjay Gangwar

Software Developer at a consultancy with 11-50 employees

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“My main use case for Contentful is to set up content for content tools and entries for my clients as I create website pages using Contentful. I developed a custom page where clients can easily create pages from Contentful itself.

“I am currently developing a website using Contentful that can be dynamic, specifically focusing on how I use content types for my clients..”

Csaiteja Csaiteja

Software Developer at a consultancy with 11-50 employees

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“My main use case for Contentful is for authoring purposes, such as storing data and retrieving data from Contentful by using Contentful APIs and managing content.

“A specific example of how I use Contentful for authoring or managing content is that I integrate APIs. There are many APIs available for managing content. First, I integrate Contentful in our code and from there, by using their APIs, I retrieve the content from Contentful. In Contentful, there are fields and models in which I create some models and some fields for storing content. I make fields and models in a way so that they can be reusable for other projects and components as well. This is how I'm using it and it is very useful..”

Rohini Kushwaha

Software Developer at a consultancy with 11-50 employees

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“Contentful is being utilized as a headless content management system so that our website and mobile applications can consume data from this CMS.

We have a website for an e-commerce platform and we are keeping all of our content related to products, user profiles, user reviews, ratings, and all website-related specific content on Contentful itself. We consume this data via the API that Contentful exposes.

Since we have multiple platforms supporting websites, native Android devices, and iOS devices, Contentful being an API-first content management system is amazing for us to integrate and utilize it across all of our platforms..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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“My main use case for Contentful is that our company's website is built on Contentful, so I use it for updating content, creating new templates, pages, publishing them, and conducting A/B testing and various marketing activities.

A specific example of something I recently did with Contentful is that I created a new page called Press Release on my company's website two days ago, where I uploaded the teaser image, banner image, the content, and the written by author profile.

Regarding my main use case and recent activities with Contentful, our company has done many innovations for our clients' websites, including migrating from another platform to Contentful with around 40 to 50 plus websites, and we are consistently using the headless version, which makes it very easy to update and check the content..”

VaibhavShukla

Product Owner at DigitUp

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“My main use case for Contentful in that recent project is image content management, including image content and descriptions that we are not getting from our server. Examples include launch screens, dynamic banners, and product images. Some product images we are getting from Contentful.

I will give you an example of how I used Contentful for managing those images and banners in my project. I am working on a kiosk and mobile application. For the kiosk use case, we have a launch screen where we are showing a few banners, and the banner is totally based on the store. For instance, there is a store X where I need to play a promotional banner for a tandy at 4.9 dollars, and there is a store Y where I want to promote a tandy with 3.9 dollars. In that scenario, I use it in the kiosk. For the mobile application, I use it extensively. We integrated a loyalty platform, and for all the loyalty information, we are fetching from Contentful. We are configuring the loyalty data from Contentful and retrieving it. Also, for some product images, we are using Contentful.

These are the major use cases which I am using..”

Amar-Kumar

Technical Lead at a tech services company with 501-1,000 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I cannot tell you much about the pricing, setup cost, and licensing. It was in the field from another colleague. I think it was easy, and I cannot tell you anything about that..”

Matthias Baumann

Software Architect at Matthias Baumann Softwareentwicklung

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“The initial setup and onboarding process with Contentful for my team was not very difficult. There were a few challenges that the lead developer handled, but there were no major challenges..”

VaibhavShukla

Product Owner at DigitUp

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“My experience with pricing, setup cost, and licensing is that I did not use the price plan; I was using the free plan, which did what I wanted it to do. Therefore, I cannot comment on the cost. The setup was easy, which I think would be the same even for the free plan and the pricing plan, but since I have not used the paid tier, I cannot speak on it..”

Verified user

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Solution Architect at a tech vendor with 11-50 employees

“My experience with pricing, setup cost, and licensing was pretty smooth and seamless. At Brightcove, Contentful was already in place when I joined, so I had more of a renewal involvement. The pricing setup and licensing was all very smooth. At Trade Beyond, I helped us transition from our previous vendor to Contentful, and the whole process was very seamless and easy to navigate..”

Verified user

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Senior Manager, Global Field Marketing at a manufacturing company with 1-10 employees

“I found a lot of problems with types and matching in TypeScript types with the fields I was using and with the API and the full module. The biggest problem I found was to actually set up correctly and match types so I could build the project and deploy that correctly. This was causing me at the beginning a lot of problems when I was trying to pull data and display my articles. Also quite challenging was displaying the image. It took me a while before I actually did that. However, I managed to display everything the way I want it..”

Lukasz Sobiech

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Senior Front Full Stack Engineer & End Ai Architect & Engineer at Immediate Tiger - IT

“I have seen a return on investment, and I can share relevant metrics in terms of money saved and time saved. It saved money and resource time. If I were implementing dynamic content management in-house, it would take a lot of effort to implement and then integrate. Contentful is a platform where I can just get the license and start working on that. So it is quite easy, and with its help, we are able to get the data from Contentful. Obviously, if we are using Contentful, we just need to configure our data with no worry about how Contentful manages our dynamic data..”

Amar-Kumar

[Read full review](#) 

Technical Lead at a tech services company with 501-1,000 employees

Customer Service and Support

“I have not used customer support because we do not face any challenges, but I can say that if transitions are very smooth, then the customer support is very supportive..”

VaibhavShukla

Product Owner at DigitUp

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“Customer support for Contentful is very good; whenever I have a query, the customer support team is very responsible, although response times can be delayed sometimes. Overall, it is quite reasonable, and the support team is knowledgeable about my issues..”

Rahul Yadav

Contentful Service Developer at Kalpsys Technologies

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“I have not had any experience with customer support, as I managed to figure out the majority of things using the documentation and other resources. Therefore, I did not need to reach out for support..”

Verified user

Solution Architect at a tech vendor with 11-50 employees

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“The customer support is amazing. The initial demos that were given and the initial setup that our team had to do received amazing support from both the customer service team and the technical support team. They provided us with the required information and details and helped guide us through how to initially set up everything for all of our platforms..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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“We have not had to rely on much support from Contentful's customer support, but on the rare occasions we have, they have been very timely and extremely helpful and we have been able to solve our issues within 48 hours on every occasion. I would give the customer support a rating of nine..”

Verified user

Senior Manager, Global Field Marketing at a manufacturing company with 1-10 employees

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“There were challenges because when I was creating a solution, I didn't know Contentful very well. I found a lot of problems with types and matching in TypeScript types with the fields I was using and with the API and the full module. The biggest problem I found was to actually set up correctly and match types so I could build the project and deploy that correctly. This was causing me at the beginning a lot of problems when I was trying to pull data and display my articles. Also quite challenging was displaying the image. It took me a while before I actually did that. However, I managed to display everything the way I want it..”

Lukasz Sobiech

Senior Front Full Stack Engineer & End Ai Architect & Engineer at Immediate Tiger - IT

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Other Advice

“I would advise others looking into using Contentful that it would be a good opportunity because it significantly reduces development effort and makes it easier to manage changes. I would rate this product a 7..”

Csaiteja Csaiteja

Software Developer at a consultancy with 11-50 employees

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“My advice to others looking into using Contentful is that if you want headless capabilities, budget-friendly pricing, and a smaller team, then Contentful is the option.

I do not have any additional thoughts about Contentful, but I would like to emphasize that they should look into the access hierarchy part for improvements; apart from this, everything is excellent. I gave Contentful a rating of 9 out of 10..”

VaibhavShukla

Product Owner at DigitUp

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“Contentful is one of the best CMS options out there, being API-first and very suited for developers. They can easily set it up. Any level of organization, whether enterprises or startups, can simply utilize this tool. It is a highly digital product, so they can have control over content delivery across multiple platforms. Any organization of any size or strength could try this tool and benefit from it. Contentful is a great tool and a powerful solution to support multiple platforms, and I would rate this product a 9 out of 10..”

Rishabh Singh

Senior FrontEnd Developer at Adobe

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“Contentful receives a rating of nine out of ten because there is always room for improvement, and one improvement was suggested, so in my opinion, nine is a very good rating.

The advice to give is to go through the material provided on Contentful's platform and their learning platform as well, because doing so will make Contentful's platform more cohesive, which will help to get up to speed with the product. My overall review rating for Contentful is nine out of ten..”

Arinjay Gangwar

Software Developer at a consultancy with 11-50 employees

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“I rate Contentful an eight out of ten. Eight is a good number.


“I chose eight out of ten because some things are very complex in Contentful. We cannot manage content according to some functionalities. If I compare it with other content management tools available in the market, I rated it an eight

because some are very easy to access, very easy to learn, and very easy to manage in some parts.

“My advice for others looking into using Contentful is that if you are ready to invest money and want a quality tool where you can manage your content very precisely, then go for it; it is very good to use. My overall rating for Contentful is eight out of ten..”

Rohini Kushwaha

Software Developer at a consultancy with 11-50 employees

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“All the features I use, I have explained to you, and I am pretty much in love with Contentful. I would rate Contentful a nine out of ten. I am in the exploring phase, that is why I am deducting one point.

I choose a nine for Contentful because of its performance, and it is bug-free and easy to implement. Contentful is easy to integrate. With the help of GraphQL, we can easily handle my Contentful data. That is why I gave a nine.

My advice to others looking into using Contentful is that if you have a use case where you need to dynamically manage the content, then you should definitely go with Contentful. Contentful has a very stable product and is bug-free. First of all, it is bug-free and easy to configure. Anyone from the team can easily configure our Contentful. I am giving this review a rating of nine out of ten..”

Amar-Kumar

Technical Lead at a tech services company with 501-1,000 employees

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Top Industries

by visitors reading reviews

Financial Services Firm

25%

Manufacturing Company

10%

Construction Company

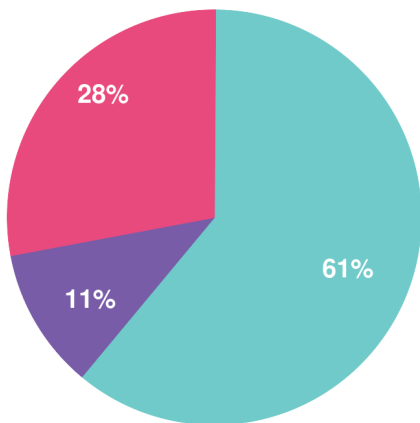
10%

Hospitality Company

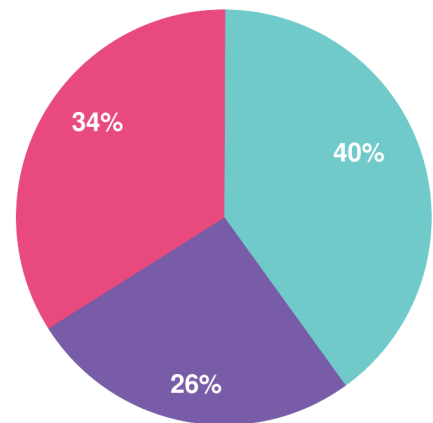
7%

Company Size

by reviewers



by visitors reading reviews



Large Enterprise

Midsize Enterprise

Small Business

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