

aws marketplace

Contentstack

Reviews, tips, and
advice from real users



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Product Recap



Contentstack

Contentstack Recap

Contentstack is a headless CMS that offers a flexible and scalable platform for managing content across digital experiences. Designed for enterprise needs, it empowers teams to deliver seamless, personalized, and engaging customer journeys rapidly.

Contentstack enables organizations to manage and deliver digital experiences across multiple channels with ease. It is built for fast deployment, integrating seamlessly with other platforms. Its headless architecture allows for flexibility in content and digital asset management, making the creation and delivery process efficient and adaptable to changing business demands.

What are the key features of Contentstack?

- **Headless Architecture:** Decouples the CMS from the presentation layer for flexibility.
- **API-First Approach:** Facilitates integration with existing systems and platforms.
- **Collaboration Tools:** Streamlines team workflows and content approval processes.
- **Omnichannel Content Delivery:** Ensures consistent content across all digital touchpoints.

What ROI benefits should you consider?

- **Scalability:** Easily handles growing content needs without performance loss.
- **Efficiency:** Reduces time-to-market with streamlined processes.
- **Adaptability:** Quickly adjusts to new business requirements and technologies.

Contentstack is implemented across diverse industries, helping sectors like retail, finance, and healthcare provide consistent, personalized digital experiences. It supports content strategies that require agility, such as e-commerce platforms needing real-time updates or financial services delivering customized customer information.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Contentstack is a great tool; the service helped us stay on track with our headless launch and deliver on time, and we are beyond happy with the service provided and still being provided.”



Gilberto Gonzales

Senior Project Manager at Honeywell

- ✓ “Contentstack has positively impacted our organization, as tracking changes made by our very large team is difficult, so we are using Contentstack to update data in real-time.”



Pkumar Pkumar

Principal Consultant at Systems Plus

- ✓ “The speed index has had a great impact; earlier we had something in the 60s on Google Page Insights, but now we are able to achieve 90-plus.”



Verified user

Web Developer at a tech vendor with 1,001-5,000 employees

What users had to say about valuable features:

“The best features of Contentstack include the ability to update content easily, having a proper dashboard, and being able to assign data category-wise, which I find very good.

“The dashboard and category-wise assignment help my team by making things faster because we set the data once and do not need to go into the code every time to fix an issue.

“Contentstack has positively impacted our organization, as tracking changes made by our very large team is difficult, so we are using Contentstack to update data in real-time.

“We have saved time multiple times due to using Contentstack..”

Pkumar Pkumar

Principal Consaltant at Systems Plus

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“The SDK is really quick compared to others, and we have more flexibility to organize our CMS structure on the backend. We can group all the types based on a particular label, which is helpful. Contentstack has an inbuilt webhook implementation and a very straightforward, quick-to-understand dashboard. Additionally, we have role-based access, which is really valuable when working with a good team.

The speed index has had a great impact. Earlier we had something in the 60s on Google Page Insights, but now we are able to achieve 90-plus. We also have more optimized performance on the Core Web Vitals, which is needed for SEO or if we are running Google Ads.

I will not give full credit to Contentstack, but we had great results on optimized performance that eventually impacted our SEO. We are getting good results there. It is a combination of Contentstack and Next.js, but the API responses that we are fetching from Contentstack are really quick, and we have an option to optimize the queries based on what we want as a response..”

Verified user

Web Developer at a tech vendor with 1,001-5,000 employees

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“Overall, we have used Contentstack to great effect as our headless CMS. We have it connected to our custom UI, and it allows us to update basically in real time with updates reflecting on the site within seconds.

“The best features Contentstack offers are extremely flexible to our needs, meets all our use cases, easy to use, and the UI is very intuitive. It is easy for the whole team to manage content, and support is helpful and responsive.

“The flexibility and intuitive UI of Contentstack help meet all our use cases in our organization. The UI is very intuitive and user-friendly, making it very easy to use, even for new users who find it very easy to navigate.


“Additionally, Contentstack has continuous product improvement and enables us to build and architect content through the use of their easy-to-use software and user interface.

“Contentstack has positively impacted our organization by saving time deploying content and allowing our team members to manage content, thereby getting time to market faster.

“Precisely, we have been able to save 30 to 45 percent of our time. Also, having a rich partner network has improved the speed to adopt new functionality. The administration application is very user-friendly and does not require a lot of ramp-up for users, which has also decreased the time it takes to get content deployed..”

Gilberto Gonzales

Senior Project Manager at Honeywell

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Other Solutions Considered

“We used WordPress, as I already mentioned. WordPress is a CMS. We switched because we were restricted from optimizing a few things because of WordPress's core files. There were also some security downsides with WordPress..”

Verified user

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Web Developer at a tech vendor with 1,001-5,000 employees

“Before Contentstack, we used Contentful and Storyblok.

“We switched from Contentful and Storyblok to Contentstack because when we needed to move to headless, we took a look and tested some of the offerings available for headless CMS. Many do have similar features and services, and so for us, it came down to how Contentstack built a business relationship and service around their clients. We were given great support from day one and still have excellent support up to now. They helped advise on some of the integrations we needed to perform our business objectives, and most of all, their pricing was very competitive and straightforward..”

Gilberto Gonzales

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Senior Project Manager at Honeywell

ROI

Real user quotes about their ROI:

“We have been able to save 30 to 45 percent of our time. Also, having a rich partner network has improved the speed to adopt new functionality. The administration application is very user-friendly and does not require a lot of ramp-up for users, which has also decreased the time it takes to get content deployed..”

Gilberto Gonzales

Senior Project Manager at Honeywell

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Use Case

“My main use case for Contentstack is to display the content of the front end of the site, which is very helpful as our client can change the content directly without needing to go into the code.

“A specific example of how I used Contentstack is to display related products and show recent products in a slider on the homepage, which I find very good..”

Pkumar Pkumar

Principal Consaltant at Systems Plus

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“Our main use case for Contentstack is to run all composable media for our site. It serves as our main CMS and works in partnership with our headless UI solution. The editable messaging is run through Contentstack to show up on our site.

“A key component of our business is updated messaging to keep up with seasonal and marketing trends, and we needed a solution that allows for quick ad hoc, but still controlled content updates that we couldn't get a large amount of the team to use. Contentstack has been incredibly helpful for us to ensure our site is always changing and updated..”

Gilberto Gonzales

Senior Project Manager at Honeywell

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“I have been using Contentstack for six or seven months within my current company.

Basically, earlier we had a brand website on WordPress, and we have been using Contentstack as a CMS where we have integrated the CMS by using their APIs into our Next.js application.

For example, we had a blog post on WordPress. What we did was create a content type on Contentstack with a few custom fields. Then we migrated all the content from WordPress to Contentstack via a migration script, which is a custom script. Then we are utilizing the Contentstack APIs and management APIs to fetch all that data to display it in our front-end Next.js application.

We are using Contentstack as a CMS platform, and we are also exploring and developing custom apps to integrate on Contentstack. .”

Verified user

Web Developer at a tech vendor with 1,001-5,000 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.

“We are able to prepare for large campaigns within a few days, which can be rolled out within a few clicks. This was previously never possible before we moved to Contentstack. We now have the tools and ability to architect in a way to take advantage of the sale and drive traffic..”

Gilberto Gonzales

Senior Project Manager at Honeywell

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Other Advice

“Contentstack gives the user the ability to architect complex websites with simplicity. If you are building an e-commerce website with multiple regions and languages, Contentstack gives you the ability to migrate to their applications.

“Contentstack is a great tool. The service helped us stay on track with our headless launch and deliver on time. We are beyond happy with the service provided and still being provided.

“Contentstack is deployed in our organization using a hybrid cloud. I would rate this review a 9 out of 10..”

Gilberto Gonzales

Senior Project Manager at Honeywell

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