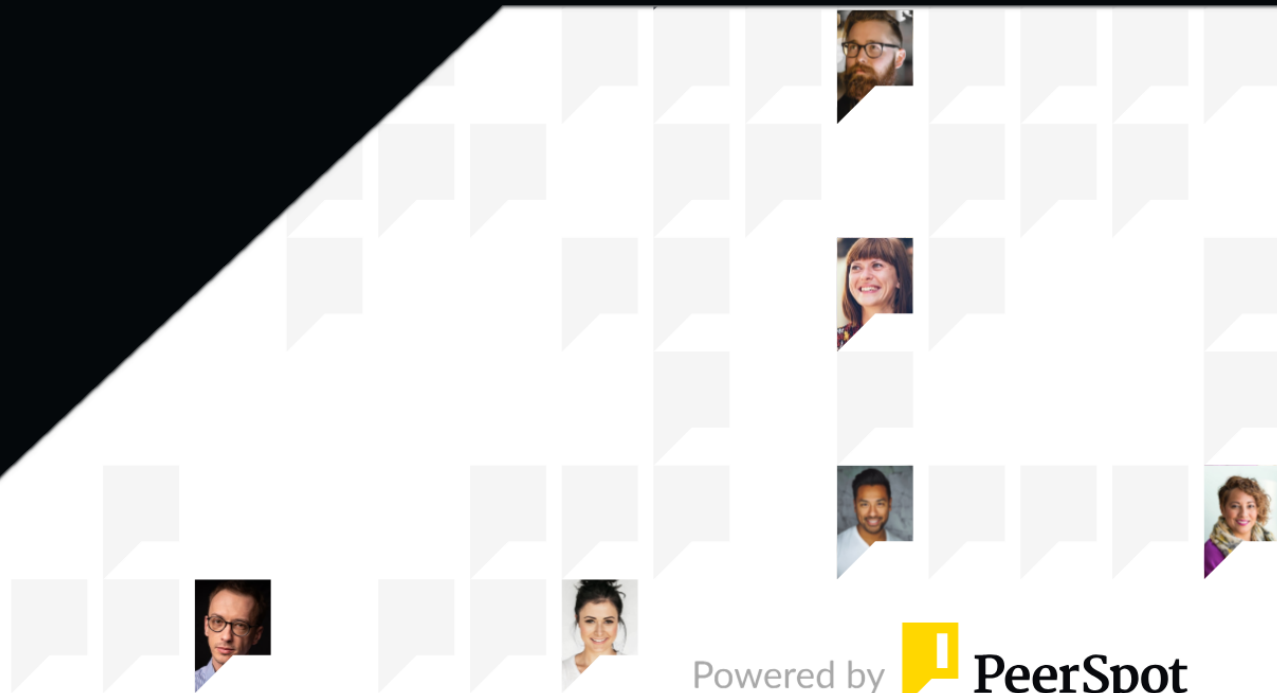


aws marketplace

Storyblok

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13

ROI..... 14 - 16

Use Case..... 17 - 20

Setup..... 21 - 23

Customer Service and Support..... 24

Other Advice..... 25 - 28

Trends..... 29 - 30

About PeerSpot..... 31 - 32

Product Recap



Storyblok

Storyblok Recap

Storyblok is a flexible headless CMS designed to manage content efficiently through a hierarchical structure, allowing developers and marketers to work collaboratively without disruptions.

Storyblok empowers businesses by facilitating easy content management and consistent digital experiences across channels. It holds a unique position by combining visual editing with advanced content workflow capabilities. Developers appreciate its API-driven approach that separates content from its presentation, ensuring adaptability and scalability. Marketers benefit from its intuitive interface, enhancing content creation and management efficiency, optimizing collaboration between teams.

What are Storyblok's key features?

- **Visual Editor:** Offers real-time preview and editing, enhancing user accessibility and ease of use.
- **Component-Based Architecture:** Provides reusable components, fostering efficient content structuring.
- **Content Workflow:** Supports collaboration with roles, approvals, and phases.
- **APIs:** Facilitates seamless integration with any front-end framework.
- **Multi-language Support:** Simplifies managing multilingual content.

What benefits should users look for in reviews?

- **Enhanced Collaboration:** Streamlines team coordination between developers and marketers.
- **Content Flexibility:** Offers scalable solutions for diverse content strategies.
- **SEO Optimization:** Promotes better search engine visibility.
- **Time Efficiency:** Reduces development time with reusable components.

In e-commerce, Storyblok enables easy and effective updates for product content, enhancing user engagement. In media industries, its multi-site support allows efficient content management across channels, while in education, schools can create and manage websites with rich educational content seamlessly.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “With the help of Storyblok, we are now able to create landing pages in 20 minutes, whereas earlier it took around five to six hours, and overall, a 70% reduction in our overall deployment time has been achieved along with a 50% increase in our overall sales and revenue after the introduction of Storyblok.”



Sumesh Gansar

Product Marketing Manager at Samsung

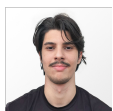
- ✓ “Storyblok gives us the flexibility to rapidly respond to client needs because every client project is going to be different, and it allows us to manage that in a simple interface which we love and our clients love too.”



Ric Le Poidevin

Web Director at U&US

- ✓ “The best features Storyblok offers are the blocks building, how easy it is to use, the tag management, and the ability to easily manage pictures and assets in general.”



Yoel Rodriguez

Full Stack Developer at a consultancy with 11-50 employees



“Storyblok has positively impacted our organization by helping our clients move away from traditional CMS and achieve a high-performance website along with reduced costs.”



Subhashish Samant

Technical Architect at a tech vendor with 10,001+ employees



“Most of the clients need to have full control over their websites, and this provides them with the biggest freedom, along with the live preview.”



Soliman Al Halaby

Software Engineer at a consultancy with 11-50 employees



“Storyblok has positively impacted my organization because we delivered this website to a very important customer, and they were very happy with the management system.”



Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud



“The return on investment helps me scale my business; without it, I would not even exist probably, so the return on investment is huge.”



Adrian Gaborek

Software Engineer at a tech services company with 51-200 employees

What users had to say about valuable features:

“The best features Storyblok offers include customization, data components, data sources, and deep customization options, with many layers for publisher, administrator, and scopes on the content.

“One of the most valuable features for the current projects I'm working on is the customization of all the custom blocks, as it gives a truly custom touch to the clients. Most of the clients need to have full control over their websites, and this provides them with the biggest freedom, along with the live preview..”

Soliman Al Halaby

Software Engineer at a consultancy with 11-50 employees

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“The best features Storyblok offers are the blocks building, how easy it is to use, the tag management, and the ability to easily manage pictures and assets in general.

Regarding block management, by making blocks, I can create anything I can think of, how I divide them by universal component or pages. Storyblok offers many components and options to build those blocks, and it is highly customizable. The user experience is excellent.

Storyblok has positively impacted my organization by being easy to use. Since I have been using it, I have not needed to worry about deployment or handle hard to use headless CMSs.

“The free tier works really good for small landing pages..”

Yoel Rodriguez

Full Stack Developer at a consultancy with 11-50 employees

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“The best features Storyblok offers include a preview environment where business editors can see their content before it goes live, and for developers, it provides all the APIs, whether CDN APIs or management APIs, to update the content or schema.

“The preview environment helps business editors edit and see the content in real time, and the APIs make the developer's life easy in bringing the content and integrating it into the website.

“There are many other features of Storyblok, including assets and the ability to integrate plugins for many other functionalities..”

Subhashish Samant

Technical Architect at a tech vendor with 10,001+ employees

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“The best features that Storyblok offers include the components mapped into blocks inside Storyblok and the Storybook block. I believe this mapping between React components into blocks is the most interesting feature. The live preview is also very good, but this is something we see in other CMS; however, this mapping was the first time I have seen that.

“The unique feature of mapping between React components and blocks helps my workflow and the team's productivity because blocks are very important. We do not need to keep repeating ourselves all the time. We just build a block that receives the properties, and properties mean we can provide that information via the management portal we have inside Storyblok. We can click over that block and provide the properties, making this the most powerful tool I see because we can leave the user or add to the user this capability to make all the edits with real-time just by dragging and dropping components. The idea is basically to create a set of components based on the design system so they can use them without any restriction, just dragging and dropping, which provides a lot of flexibility and ensures the design system stays consistent.

“Storyblok has positively impacted my organization because we delivered this website to a very important customer, and they were very happy with the management system. They were able to easily create new content or make updates on the existing one. They had a few necessities to add some notes or messages for the users, such as banners with announcements. They were very happy they could manage that very easily. This became a very interesting use case for a customer and thus a use case in our company..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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“One standout thing about Storyblok is the visual editor that it offers. It is very unique and very good in the sense that it helps any non-technical person grasp what is happening and create landing pages on the go without the help of any developers. There are a lot of drag-and-drop components which are already inbuilt in the visual editor, and it allows us to structure our web page or landing page in a way that we have imagined. This makes our job much easier.

“The visual editor specifically helps our team because it definitely saves a lot of time for us. The visual editor has a lot of inbuilt or pre-built templates that are available. It is a drag-and-drop model, so many things are already available on the toolbar itself. We just have to find that and drag and drop it wherever we need. We are able to save a lot of time. With the help of Storyblok, we are now able to create landing pages in 20 minutes, whereas earlier it took around five to six hours. Now it has reduced to 15 to 20 minutes, which represents the level of improvement that we have seen.

“One more thing that stands out is the workflow, which allows us to collaborate throughout the workflow life cycle or the content life cycle. It is very easy to collaborate with different team members or different teams. On a content style dashboard, we are able to collaborate from idea to publishing to using. There is an ideation room as well as in-app collaborations available, which helps us get our edits done on the website and get it published as soon as possible.

“One great thing about Storyblok is that everything we need to know about our workplace comes through Storyblok. We can see how many API requests there are, who made the last changes, and when we made them. Basically, it helps us orchestrate, manage, and publish our content everywhere. This is the main thing—it helps us edit websites on the go. It empowers us to give a structured content delivery system. Overall, it has helped us improve our overall working efficiency..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“We are mainly working with headless CMS, and Storyblok is one of the criteria. It has its own advantages over other CMS in the industry, such as a great interface and various options for doing many things. That is the reason we choose Storyblok, depending on the use case of the project.

One of the best features Storyblok offers is the ability to do modeling, where we can reuse component modeling or block modeling inside any page structure or component structure. This feature is really helpful and has aided us in the development part. It is a feature I value highly.

Component modeling has indeed saved my development time when I think of the component as an individual block, whether it is a small block, a medium block, or a bigger block. Once I do the modeling for a smaller block, I can reuse that anywhere inside Storyblok modeling, making it very useful. In some other CMS, there are restrictions on where the component modeling can be used, but Storyblok allows the developer to make use of that modeling, so I do not have to model certain components every time. I can reuse and make my development faster.

For content editors, one of the standout features would probably be the editing process, as users can switch between form view or visual view to see the live content they are currently editing. I also value the copy and cut feature, where you can copy a component or cut a component, switch the tab and still paste the content. That is a really great feature.

Storyblok has positively impacted our organization by helping us do projects in a certain way with its really great features. Storyblok also offers excellent documentation, project setup, and support. Additionally, it is a popular headless CMS with great features and many integrations supported, which I think is fantastic.

In terms of the migration process during development, the content modeling process has worked really well for us. Storyblok contains an SEO field out of the box so that editors can make use of that field to improve their SEO. There is also AI SEO integration, as well as other great tools depending on the project use case,

such as the multi-language and AI translation integrations that help both us and the clients..”

Verified user

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Senior Software Engineer at a tech services company with 11-50 employees

Other Solutions Considered

“We did not use any solutions before. We were doing it in-house with our own developers. That is when we wanted to have a look at any other software and we found Storyblok, and it suited our requirements..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“I have previously used different solutions such as Dato and Sanity, along with plenty of other CMS options. However, Storyblok with the live preview and the entire environment it provides has changed the whole setup..”

Soliman Al Halaby

Software Engineer at a consultancy with 11-50 employees

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“Before choosing Storyblok, we certainly evaluated other options. The CMS that our company often considers include Storyblok, Contentful, and Agility CMS, so those are the top three CMS we have been working with..”

Verified user

Senior Software Engineer at a tech services company with 11-50 employees

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ROI

Real user quotes about their ROI:

“Since Storyblok is mostly for the clients and not for the employees, it's difficult for me to give a comprehensive answer about the return on investment in terms of fewer employees needed, money saved, or time saved..”

Soliman Al Halaby

Software Engineer at a consultancy with 11-50 employees

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“There is a great return on investment because when our client moved away from the monolithic CMS, it saved a lot of cost. Even though initially employees who were trained on the other CMS took some time for training, they are now proficient with it and we don't need as many employees..”

Subhashish Samant

Technical Architect at a tech vendor with 10,001+ employees

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“I do not have relevant numbers to share as metrics, such as time saved or reduction in support requests; it is out of my scope, so I did not have enough access. However, the website was pretty quick, and I believe we reduced the loading time with Storyblok's cache, making it faster than the previous website. But I do not have enough data to provide..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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“I am not entirely sure about the return on investment metrics. I can say that certain functionalities provided by Storyblok are superior to those offered by other CMS. As I mentioned, Storyblok's content modeling and features such as translation and other necessary integrations are why it is often chosen over other CMS. Pricing may also factor in, but I am more focused on development than on pricing metrics..”

Verified user

Senior Software Engineer at a tech services company with 11-50 employees

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“We have seen a return on investment in the overall efficiency of our work. Our overall deployment time has greatly reduced from websites that took around five hours to get completed to being completed in 20 minutes. This represents the level of quickness that we are able to see. Overall, a 70% reduction in our overall deployment time has been achieved. Additionally, a 50% increase in our overall sales and revenue has occurred after the introduction of Storyblok..”

Sumesh Gansar

Product Marketing Manager at Samsung

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“I don't have any specific metrics because we never measured those; it's just a small agency, so it's not one of the factors that we do, but in terms of our turnaround time, it's definitely quicker and changes are way easier. In the past, using systems we had before, we didn't have the scope to add additional fields or adjust fields, and it just gives us the freedom to operate more flexibly.

“I don't have any actual figures for return on investment, but it's definitely time saved because we can do a lot more in a lot less time..”

Ric Le Poidevin

Web Director at U&US

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Use Case

“Storyblok is primarily used for website development for many of our clients, as we use it as a headless CMS.

“One specific project where we used Storyblok as a headless CMS is a CSR initiative where we transformed the client's CMS from Squarespace to a headless CMS and improved the performance by many folds..”

Subhashish Samant

Technical Architect at a tech vendor with 10,001+ employees

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“My main use case for Storyblok is using it for the CMS in various projects such as site migrations. We also do projects on a retainer basis, meaning we handle some of the projects that the client worked on with the previous agency, and then we took over. We continue working with those projects, so there are cases where we do the project entirely new as a site migration from other CMS to Storyblok, as well as doing the retainer project.

A standout project where we used Storyblok would be the Royalton. For that project, we used Storyblok as a CMS and did the site migration from the old website to using Storyblok as a CMS for the new website..”

Verified user

Senior Software Engineer at a tech services company with 11-50 employees

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“My main use case for Storyblok is mostly blogs and landing pages. I have used it in Astro and Next.js projects, in tandem with Vercel for deployment.

The previous solution I used before Storyblok was Strapi, but it required payment if I wanted to use it in the cloud; otherwise, I would have to deploy it myself.

Before choosing Storyblok, I evaluated Contentful, but I simply could not use it. There was a strange error when I tried to access it..”

Yoel Rodriguez

Full Stack Developer at a consultancy with 11-50 employees

[Read full review](#) 

“My main use case for Storyblok involves clients that need custom websites and custom products. I have been using Storyblok for Shopify and Hydrogen, primarily for clients needing customization and complete control over their websites.

“A specific example of a project where I used Storyblok for a custom website is with a perfume brand, where we had the products in Shopify Hydrogen, but we needed custom slugs and custom product contents. We used Storyblok for the optimization and connected both of them together..”

Soliman Al Halaby

Software Engineer at a consultancy with 11-50 employees

[Read full review](#) 

“We primarily use Storyblok to create landing pages and web pages without the help of any developers. The visual editor in Storyblok makes it very easy and simple to design web pages on the go. Using the drag-and-drop components of Storyblok, we simply create web pages.

“During the Christmas season, we put out a lot of ad campaigns, and in order to reduce the bounce rate, we create dedicated landing pages for each of our products specifically. Using Storyblok, we are able to generate or create landing pages in 15 to 20 minutes. This allows us to churn out a lot of landing pages for a lot of different campaigns so that our main web page doesn't get affected with the bounce rate. This has also helped us have clear-cut conversions in terms of how to reach customers and which customers to target. We primarily use Storyblok to create quick and easy web pages, which takes us 15 to 20 minutes to create for our ad campaigns specifically..”

Sumesh Gansar

Product Marketing Manager at Samsung

[Read full review](#) 

“The main use case for Storyblok is developing websites with content management system ideas, so we manage all the content by using a React structure, mapping the blocks inside Storyblok. There were also some import features. We created scripts to import content from other CMS into Storyblok.

“One project that illustrates my use of Storyblok is the Louisiana portal, which is a government portal. They decided to use this real-time editor, CMS, and real-time viewer. The idea was to build all the design in a React Next.js project and then map the components into Storyblok. They would be able to build their content based on the structure of the old website, but in the new design and new CMS. The idea was to import everything into Storyblok and let them make the edits and create new pages. We had two or three main templates, and then they were free to create different page variations there according to their necessity. They had a lot of content, which was really challenging because of the different menus and structures, resulting in different templates as I mentioned before. It was really great to work on that project..”

Cesar Cassiano

Desenvolvedor Full Stack at Inclusion Cloud

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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.

“My experience with pricing, setup cost, and licensing varies depending on the client's needs, but I have used many licenses, including the free option, the first tier, and the last premium part..”

Soliman Al Halaby

[Read full review](#) 

Software Engineer at a consultancy with 11-50 employees

“Regarding my experience with pricing, setup cost, and licensing for Storyblok, I primarily used it on the free tier myself. I have helped some people with using it and introduced others to it..”

Yoel Rodriguez

[Read full review](#) 

Full Stack Developer at a consultancy with 11-50 employees

“My experience with pricing, setup cost, and licensing is that pricing and setup are all fine and well-documented, and compared to the features it provides, the price is fairly reasonable..”

Subhashish Samant

[Read full review](#) 

Technical Architect at a tech vendor with 10,001+ employees

“Before choosing Storyblok, I did evaluate other options, but it was many years ago now. It would have been things such as Contentful and some of the other headless platforms I looked at then..”

Ric Le Poidevin

[Read full review](#) 

Web Director at U&US

“I believe a ten is something unreachable because once we have something that is ten, it means nothing can be improved. I would say a nine is the best I will ever rate. If I rate something a nine for regular people, it will mean ten, but I do not believe ten is something we should use because once we set ten, nothing will get improved. I would say it could be nine, but the idea here about this high number, because it is really high, is that it is pretty easy to set up. It is intuitive, not just for development, but also for who manages the content. I had experience with WordPress, and WordPress does not have that ease. It is pretty hard to make content updates on their system, and they had a lot of plugins that make it a bit easier, but not as easy as Storyblok. The real-time features with the blocks makes it very easy for end users or for users who do not have experience with CMS. You do not need to have experience with CMS; a kind of ten minutes with someone explaining how to manage the content there is enough for you to make edits on the website. That is why I would say eight or nine as the rate..”

Cesar Cassiano

[Read full review](#) 

Desenvolvedor Full Stack at Inclusion Cloud

Customer Service and Support

“Customer support for Storyblok has been good when I've needed to use it; they've always been responsive, helpful, and friendly. I do have the advantage of being an MVP, so I've got kind of backdoor access to some of the team, but they've always been really nice..”

Ric Le Poidevin

Web Director at U&US

[Read full review](#) 

Other Advice

“My advice for others looking into using Storyblok is to dive fully into it and immerse yourself in Storyblok's environment. I gave this review a rating of eight..”

Soliman Al Halaby

Software Engineer at a consultancy with 11-50 employees

[Read full review](#) 

“My advice for others looking into using Storyblok is to be strategic about it and use it with patterns such as incremental static regeneration and for static sites first. If you need to scale it further, design your system beforehand and try to reduce the use of it as much as possible. The rate limiting and costs can add up. I would rate this product an 8 overall..”

Yoel Rodriguez

Full Stack Developer at a consultancy with 11-50 employees

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“I would definitely suggest that small and medium-level businesses invest in a platform like Storyblok. It helps you save a lot of time by creating quick and easy websites which you can use to do targeted campaigns. It provides great dashboard metrics for you to get an understanding of what is happening. Overall, it saves a lot of time. Everything is great with Storyblok, so it is the kind of platform that is really needed for any medium-level business to scale their business. It is very intuitive, very easy, and value for money in my opinion. I rate this product a 10 out of 10..”

Sumesh Gansar

Product Marketing Manager at Samsung

[Read full review](#) 

“My advice for anyone looking into using Storyblok is that if you are searching for a headless CMS with great potential and tools, Storyblok should definitely be one of your options. The documentation is fantastic, and there are many integrations available for various technological platforms, whether that is Next.js or other front-end frameworks. Even those from various front-end backgrounds will find it easy to integrate content within Storyblok, allowing for numerous modeling and setup options for your pages. I would rate this product an eight out of ten..”

Verified user

Senior Software Engineer at a tech services company with 11-50 employees

[Read full review](#) 

“I haven't tried the AI features of Storyblok yet because clients have not given their consent to it, but I would love to try sometime in the future.

“I haven't used the AI features of Storyblok, so I cannot comment on its accuracy and reliability, but I have heard about it through videos, having never worked on it.

“My advice to others looking into using Storyblok is that it is a good platform if you want to go with a headless CMS because it provides all the features including a preview feature and is easy to integrate within frameworks like Next.js, along with all the kinds of APIs needed for developers.

“Overall, my additional thoughts about Storyblok are that it's great and good to use. I would rate this review a 7 out of 10..”

Subhashish Samant

Technical Architect at a tech vendor with 10,001+ employees

[Read full review](#) 

“Regarding Storyblok's AI capabilities, I haven't really used them very much; I think you can bring your AI models along if you want to, or you can use theirs, but it's not something I've played around with.

“Regarding the accuracy and reliability of output based on my experience or what I've heard with Storyblok's AI capabilities, I've not used it enough to know. From what I've heard from some other people, I think it still has some issues to be resolved and some things to be worked out to make it work as well as it can, but they're definitely pushing the development there. Generally, from what I've heard, the feelings are good, but there are possibly some useful features to be added around controlling brand voice and making sure that the output is of the correct tone for individual companies.

“The advice I would give to others looking into using Storyblok is to make sure that you are ready to go to a headless content management system. It is a big change when you change to any content management system, but the integration is straightforward; it's not necessarily simple, but it's platform agnostic, so you can integrate it with any stack that you want. As with anything, you've got to review it and make sure that within your pricing tier, it's going to have all the features that you require for your team because it can be a big investment.

“I didn't purchase Storyblok through the [AWS Marketplace](#); I got it directly, so I didn't use [AWS](#).

“I gave this review a rating of 10 because Storyblok is really great..”

Ric Le Poidevin
Web Director at U&US

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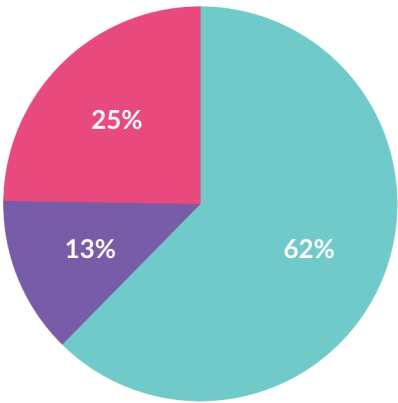
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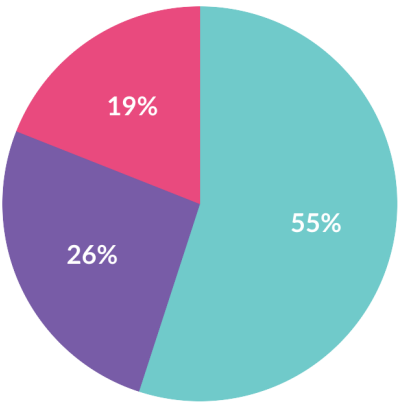


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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