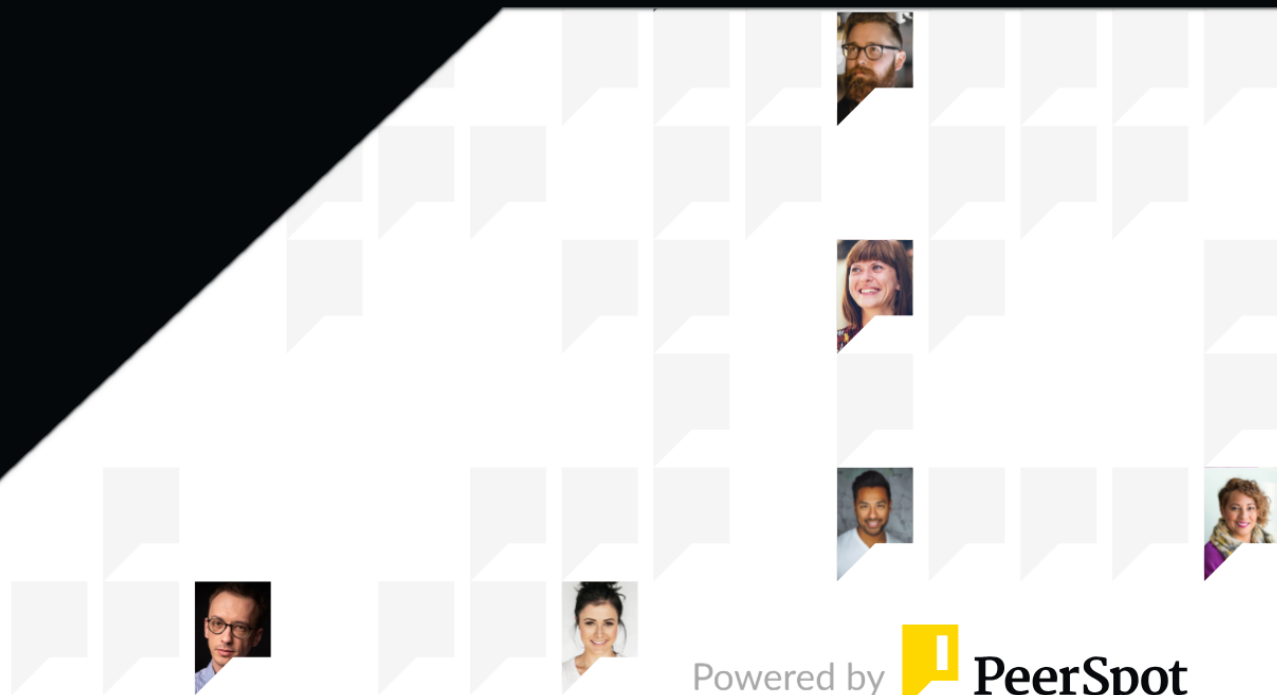


aws marketplace

Contentstack

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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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 created an impact of quick access to a non-tech person to add the properties right away and to work on their own personalized marketing campaigns and other aspects.”



Vishwas Vishwas

Founder and CTO at Orionops



“Overall, we are really happy with Contentstack as it has made our content work faster, easier, and more organized.”



Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees



“Contentstack has impacted my organization positively by helping us to deliver an application with a very good quality in terms of how it looks and feels.”



Anton Karzhavin

Head Of Business Analysis at EffectiveSoft



“Contentstack has saved time and improved efficiency, and compared to other products, it is cost-effective and not expensive.”



Arunkumar Pandey

Senior Solution Architect at a tech vendor with 10,001+ employees



“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



“Contentstack has positively impacted my organization because we can work with massive product SKUs, and we can now quickly use or reuse components, add products, and do bulk updates.”



Taehoon Yoon

Front-end Developer at a manufacturing company with 51-200 employees

What users had to say about valuable features:

“The best feature Contentstack offers is that it is easy to use. I really appreciate the assistance part because when you get stuck with Contentstack for anything, it is easy to reach support..”

Anthony Roger

Webmaster at Crédit Agricole Business Digital

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“The best feature of Contentstack is that without coding, I can deliver all headless information to React or any other front-end applications. Additionally, I can manage assets easily, the mega menu, and tagging and references. Contentstack has positively impacted my organization as it represents a long-term engagement and delivers a better headless approach compared to Adobe Experience Manager, though there are some caching issues that need to be addressed programmatically. Contentstack has saved time and improved efficiency, and compared to other products, it is cost-effective and not expensive..”

Arunkumar Pandey

Senior Solution Architect at a tech vendor with 10,001+ employees

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“The best features Contentstack offers are the ability to update many products at the same time, the release tool, and the scheduler. By setting promotion banners or cards, for example, for the weekends, we can just set it up, and it will go live and end at a certain time that we want.

“Contentstack has positively impacted my organization because we can work with massive product SKUs, and we can now quickly use or reuse components, add products, and do bulk updates..”

Taehoon Yoon

Front-end Developer at a manufacturing company with 51-200 employees

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“Contentstack offers great features including various content types, entries, and assets, the ability to create reusable components, multi-language support, flexible content modeling, a good API, SDK support, use in websites or applications, excellent customer support, an easy editor, and overall ease of use for non-technical users.

“Our most used feature is Content Type and Entries because it stands out, allowing us to set up a structure once and then reuse it for many pages, where our content team just fills in the fields and publishes without needing any coding. This keeps everything consistent and saves us a lot of time.

“Contentstack has positively impacted our organization by making our work much faster. Our content team can now update and publish pages independently without waiting for the developer, which frees up our developers to focus on bigger tasks. This ensures that our content is more consistent across the site and allows us to launch new pages much quicker than before while also being SEO friendly..”

Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees

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“I have been using Contentstack for around twelve months. I have been working in my current field for around seven years.

Contentstack's CMS helps me for adding more properties, which is absolutely fine. Personalization helps me in terms of getting the geological footprints and other sorts of personalization parameters that I can retrieve from the browser and start giving a personalized experience. For example, if someone needs a property which is in Mumbai and wants a property in Punjab, we still cater to the needs of the audience based on the geotags. There are a lot of events that we are considering right now and building on it.

Contentstack has impacted my organization positively by having very less chaos in terms of integration with Next.js and other sorts of tools and technologies. We are now figuring out how we can leverage this technology even further for multiple use cases, such as if somebody is on Shopify, how can we use that. We are exploring through app.contentstack.com. We are not exploring through a specific use case, but we will figure it out in the future. Contentstack has created an impact of quick access to a non-tech person to add the properties right away and to work on their own personalized marketing campaigns and other aspects. It has really helped us for sure..”

Vishwas Vishwas

Founder and CTO at Orionops

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“The best features Contentstack offers are its localization and management of multi-country, multi-language, multi-purpose applications. In my example, it was a mobile application and a website which had two languages, Arabic and English. Each country had specific requirements and there were thousands of labels and different small content entries which are managed in a single place.

“Contentstack's localization features helped my team manage all those languages and country specifics by grouping them in bulk content entries which helped local teams to put proper translations. As developers, we were handling only the internal application labels and then we left the content team to manage all of those localizations to make sure it fits the screen, to make sure it's translated properly, and the localization is clear and understood by local customers.

“Contentstack has impacted my organization positively by helping us to deliver an application with a very good quality in terms of how it looks and feels. For our client, it was very important to have good ratings in the App Store and the results were impressive. I mean, we spent a lot of time polishing the application, making sure that all translations, and Arabic is right to left, fit the screen, it's clear, it's simple, and it's understood by people. There were multiple variations which were tested by a first cohort of users. This is about building a very well tested product..”

Anton Karzhavin

Head Of Business Analysis at EffectiveSoft

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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

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

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“Before Contentstack, we used WordPress because it was becoming hard to manage as we grew, requiring many plugins and maintenance. It was inflexible in using content across different channels. Contentstack provided us with faster, more modern, headless setups that are easier for both our content team and developers..”

Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees

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“The previous CMS system was something which was tightly integrated. I don't remember the name, but it wasn't headless and it was not very enterprise grade. It was probably PHP based, web based, and completely outdated. By the time of the project, we clearly saw that we needed something more powerful..”

Anton Karzhavin

Head Of Business Analysis at EffectiveSoft

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“We evaluated a few options before choosing Contentstack, mainly Contentful and Strapi, but we chose Contentstack because it was easier for our content team to use, had a better workflow, and its multi-language feature was a significant advantage. Furthermore, the support team was really good..”

Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees

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“Before choosing Contentstack, I evaluated other options such as WordPress and Adobe Experience Manager, which is very costly. We also use other sorts of CMS tools. We were fond of Contentstack's personalization for sure. Strapi is something that we also evaluated..”

Vishwas Vishwas

Founder and CTO at Orionops

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ROI

Real user quotes about their ROI:

“We have seen a return on investment from using Contentstack, mainly through time saved on content updates. Our developers do not need to handle every small content change, reducing development efforts and helping the team move faster, though we do not have a specific ROI percentage at this time..”

Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees

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“I can say that the content management routine was decreased by 30 percent in time. That was one of the metrics from the content authors we heard. The other metrics which are app rating are more related to the application itself rather than Contentstack. However, I do believe that Contentstack contributed to this high rating of the application..”

Anton Karzhavin

Head Of Business Analysis at EffectiveSoft

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“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 update the content of websites. When working with a company that wanted to change the content of their website pages, I have changed the text, the assets, and the links..”

Anthony Roger

Webmaster at Crédit Agricole Business Digital

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“My main use case for Contentstack is updating POP and PDP and landing pages. Recently, the last work I did was add a dynamic pricing code to the product display page, so I go into already created pages, add the code, and push staging and live. We also create campaign pages, which are like landing pages, and add components. We have built-in components that we can customize as well..”

Taehoon Yoon

Front-end Developer at a manufacturing company with 51-200 employees

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“Contentstack serves as my main solution for headless architecture, where I manage all product listing pages, product detail pages, metadata, images, navigations, and mega menus through a headless approach. I deliver all PDP, PLP, mega menu, and assets via Contentstack, where React uses it as a JSON structure and renders it on the pages..”

Arunkumar Pandey

Senior Solution Architect at a tech vendor with 10,001+ employees

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“My main use case for Contentstack is as a CMS, which manages omnichannel content delivery. This included a mobile application and a website which are managed in one place.

“This was for a multi-country perfume and cosmetics retailer located in the Middle East..”

Anton Karzhavin

Head Of Business Analysis at EffectiveSoft

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“My main use case for Contentstack is in a website where I want dynamic content, such as websites based on text and images. Dynamic, multi-language content is also required in a website, along with fast content delivery for SEO purposes, and many other use cases where I will use Contentstack in websites.

“In a previous project, I used Contentstack where the client wanted all the content of the site, including all text, headings, images, and videos to be dynamic without requiring any technical developers. We used Contentstack to create all the pages and components dynamically. Everything, including background images, content, and videos, was made dynamic so that if a client wants to update it, they can directly go to the Contentstack dashboard, update there, and it automatically applies on the live site within seconds. Our website supports multi-language options where the same page and components can have content managed language-wise in the Contentstack dashboard.

“Overall, Contentstack works well for managing and delivering content. I mainly use it to keep content separate from the front end, which makes updates easier and helps the development team work effectively. It allows us to manage our website content in one place, making it easy for our team to create, update, and publish pages quickly. We also appreciate that we can reuse the same content across different pages and channels, which makes it more organized..”

Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees

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“Our main use case for Contentstack is currently building another real estate management platform. We want to put a module out of Contentstack for other companies to utilize the CMS, utilize aspects of personalization, and other aspects to quickly roll out their websites, as well as some of their use cases that they want to deliver, which can be customized UI and so on. We are building our basic portfolio, Swamivara LLP, and we are building an app for them. I will be able to share the link as well.

We are now building an entire listing platform using Contentstack CMS. We are also working towards another aspect called personalization. We are utilizing our social footprint of our customers to show them the right set of properties. For example, if somebody logs in from Bangalore, they should only see Bangalore properties rather than seeing the Mumbai properties or the Goa properties. We are building more categories, the price, and we are also looking at how good their purchase power parity is over a course of time and personalizing that experience. We are looking forward to using the CMS for personalization through Contentstack.

Our main use case is basically to give accessibility for any new customer who wants to log in using Contentstack and build an entire use case around it. For now, we are building a service-based model using Contentstack because I felt this is much more useful. There is a little bit of a discrepancy in the pricing model of Contentstack on how CMS, Personalize, and other products will be used. We are working on that.

Currently, we are looking forward to reselling Contentstack..”

Vishwas Vishwas

Founder and CTO at Orionops

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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.

“Contentstack is deployed in my organization as a public cloud installation. We paid for multiple environments. One of those was used only for dev purposes, the other one was QA1 and the production..”

Anton Karzhavin

Head Of Business Analysis at EffectiveSoft

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“There is no specific detail available right now regarding pricing, setup costs, and licensing. We are also a little confused about this, and I have a customer who is ready to adopt, but he is a little skeptical because of only one reason. He does not understand the pricing of Contentstack..”

Vishwas Vishwas

Founder and CTO at Orionops

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“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

“The best advice I would give to others looking into using Contentstack is to install a demo environment and to play with it yourself. Another recommendation is to go through documentation and see the videos because they are simple and easy to understand. I think a certification, the simple one, which is Contentstack Associate or Contentstack Basic User, will really help a person to understand the product, its concepts, its data model, content model, and how those capabilities can be used. I would rate this product a 9 out of 10..”

Anton Karzhavin

Head Of Business Analysis at EffectiveSoft

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“On a scale of one to ten, I rate Contentstack overall a nine. I chose nine out of ten because it is a good CMS. Regarding Contentstack's AI capabilities, I have no opinion on its governance and security. I did not use the AI capabilities of Contentstack. Contentstack is deployed in my organization on-premises. My advice for others looking into using Contentstack would be that they can use the assistance if they get stuck with it, and otherwise I do not have any advice because it is very easy to use. My overall review rating for Contentstack is nine out of ten..”

Anthony Roger

Webmaster at Crédit Agricole Business Digital

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“On a scale of one to ten, I would rate Contentstack an eight. I chose eight because most applications are moving to a headless approach, and with other products, a

lot of coding and additional work is required, whereas here, within a few hours, I can publish content and provide the endpoint to the front-end application to utilize it. My advice to others looking into using Contentstack is that if your application is pure headless, do not go with other products, as Contentstack is more than enough to handle your headless content information. I would rate this product eight out of ten..”

Arunkumar Pandey

Senior Solution Architect at a tech vendor with 10,001+ employees

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“My advice to others looking into using Contentstack is to plan your content structure well before you start. Spend time designing your content types properly so that everything is easier later. Involve both your developers and content team early to ensure the setup works well for everyone, and utilize the support team as they are really helpful during the onboarding process.

“Overall, we are really happy with Contentstack as it has made our content work faster, easier, and more organized. I would rate this product an eight..”

Yash Dhameliya

Senior React Js Team Lead Elevating Software Solutions Developer at a consultancy with 11-50 employees

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“Contentstack has impacted my organization positively by having very less chaos in terms of integration with Next.js and other sorts of tools and technologies. We are now figuring out how we can leverage this technology even further for multiple use cases, such as if somebody is on [Shopify](#), how can we use that. We are exploring through app.contentstack.com, though we are not exploring through a specific use case. We will figure it out in the future. Contentstack has created an impact of quick access for a non-tech person to add the properties right away and to work on their own personalized marketing campaigns and other aspects. It has really helped us for sure. My overall review rating for Contentstack is eight out of ten..”

Vishwas Vishwas

Founder and CTO at Orionops

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“I would rate Contentstack a seven on a scale of one to ten.

“I pick a seven because it is not perfect, but it does the job, and I really appreciate the reusable component and templates feature.

“Regarding Contentstack's AI capabilities, I am a little worried about its governance and security, but I trust they will build a certain secure system.

“Regarding Contentstack's AI capabilities, I am not sure about its accuracy and reliability of output.

“I would recommend Contentstack if you are looking into using it for large scale or day-to-day seasonal promotional updates because it is very useful..”

Taehoon Yoon

Front-end Developer at a manufacturing company with 51-200 employees

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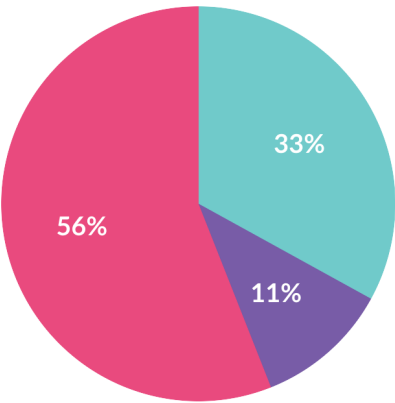
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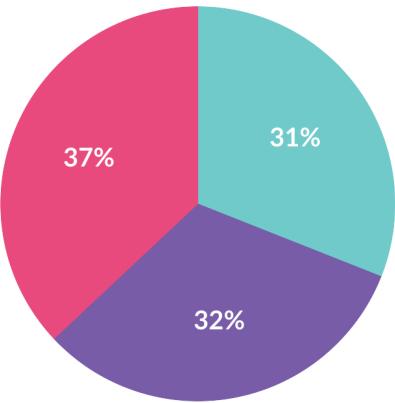


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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