No More Random Acts of Content

A practical path to personalization using headless content

CONTENTSTACK

Master Personalization Without a PhD in Rules

Keeping up with today's omnichannel, omni-interest customers requires a personalization solution that doesn't limit content with rigid personas, manual rules, or siloed channels. A headless approach lets you power content with modern MACH technology and multiple data sources to deliver an experience that adapts to context, channel, and visitor intent.

Microservices
API-first
Cloud-native
Headless

TRADITIONAL
Locks content into specific personas and stages

INTENT-DRIVEN
Uses context to select the right content for a person with various interests

TRADITIONAL CMS
Delivers pages of static content to siloed channels

HEADLESS CMS
Delivers atomic blocks of content to any channel

Carry the Conversation Across Channels

Build experiences from atomic content blocks that can be shared across channels, with delivery tailored to each visitor.

STAGE
Research

INTENT
Plan for retirement, Purchase a bond

INTERESTS
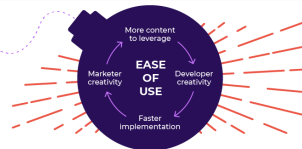Small business, Low risk investments

Trade Complex Rules for Intuitive Tags

Add simple metadata tags to each content block to design a personalized experience...

NO PhD IN RULES REQUIRED

Unleash the Creative Potential of the Brand

Democratize content creation, and feed the personalization engine, with easy-to-use tools for developers and business users.

More content to leverage
Marketer creativity
EASE OF USE
Developer creativity
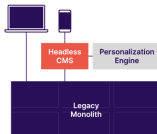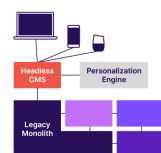Faster implementation

Start Small and Scale

Prove ROI without slowing down business by introducing headless personalization in one area then test, refine, and roll out across the enterprise.
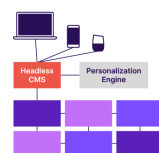
PERSONALIZATION WITHOUT A BIG BANG REPLATFORM
See immediate benefit by adding headless personalization to a channel, market, or initiative.

Headless CMS | Personalization Engine
Legacy Monolith

Expand to new channels and enrich with new data sources while chipping away at the legacy monolith.

Headless CMS | Personalization Engine
Legacy Monolith

Experiment with an ecosystem of API-based tools to test and refine the experience.

Headless CMS | Personalization Engine

Tap into an ecosystem of powerful solutions

Experiment with personalization tools, AI engines, and data services that fit your use case, using APIs to quickly add—and emove—sources to enrich content delivery.

Contentstack Headless CMS Makes
Personalization Practical

- **ATOMIC CONTENT:** Deploy content in any configuration on any channel
- **EXPERIENCE DESIGN:** Simplify personalization by sharing metadata logic across content
- **CONTENT DEMOCRATIZATION:** Ramp up content production with an intuitive UI for marketers and developers
- **ENTERPRISE SCALE:** Roll out and refine personalization across the experience without major disruption to business
- **API-FIRST ECOSYSTEM:** Leverage leading AI tools and new channels quickly

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