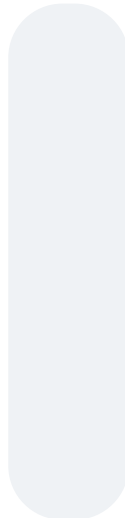
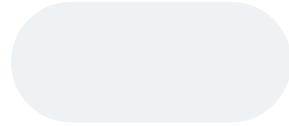
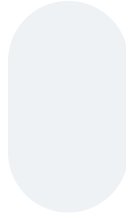


CONTENTFUL AND SHOPIFY

# Deliver seamless, personalized, content-driven shopping experiences at scale



## CUSTOMER BENEFITS

# Future-proof your digital commerce ecosystem

In today's crowded digital landscape, consumers demand more than just products – they expect personalized, dynamic shopping experiences that engage them across all channels. Brands need flexibility, innovation, and a forward-thinking approach to deliver meaningful, personalized content and commerce experiences at scale. This is where Contentful and Shopify come together.

Contentful's flexible content management combined with Shopify's leading ecommerce capabilities empowers merchants to deliver dynamic, content-rich storefronts and experiences without compromising performance.

The Contentful Sync app, available in the Shopify App Store, enables real-time content synchronization between Shopify Liquid Storefront and Contentful. Teams get the ease and flexibility of managing content – including product details, images, and other assets – in Contentful and the convenience of seeing those changes reflected instantly within Liquid metaobjects in Shopify. Product and content data flows smoothly between Contentful and Shopify, enhancing store customization and overall user experience.

## What we deliver together:



### Seamless content and commerce integration

Shopify and Contentful's partnership enables you to integrate ecommerce with advanced content management capabilities. Streamlined workflows empower you to effortlessly connect and optimize ecommerce experiences, driving higher conversion rates and more meaningful customer relationships.



### Localization and personalization

Integrating Contentful's localization and personalization capabilities with Shopify's ecommerce tools empowers you to tailor experiences to each shopper and support region-specific content such as product descriptions, pricing, and promotional materials in multiple languages. Expand your reach by delivering personalized shopping experiences on a global scale.



### Scalable digital transformation

With a flexible, API-driven approach, Contentful and Shopify allow businesses to quickly pivot and scale. Whether launching new products, entering new markets, or adapting to customer expectations, we ensure your digital ecosystem is agile, efficient, and ready for tomorrow.

## KEY VALUE

# The partner advantage



- Rely on a world-class ecommerce platform: Trusted by millions of merchants globally, Shopify offers everything you need to sell online, from store management and payment processing to customer insights and marketing tools.
- Get end-to-end commerce solutions: Manage inventory, product listings, checkout, and more – no matter the size of your business.
- Reach customers on every channel: Easily expand your storefront across multiple channels, including web, mobile, marketplaces, and social media, all while integrating powerful marketing and customer engagement tools.



- Manage content across channels at scale: Create, manage, personalize, and distribute content effortlessly across your ecommerce platform and digital touchpoints.
- Build new experiences faster: Accelerate your time-to-market and quickly respond to changing demands. Modular content empowers teams to build tailored ecommerce experiences in days, not weeks.
- Connect all the tools you need: With our API-first approach and large tech ecosystem, you can seamlessly integrate the tools you need into your existing technology stack, from Shopify's ecommerce engine to personalized marketing solutions.

## CUSTOMER ROI

# Accelerate your ecommerce evolution with Contentful and Shopify

To drive faster results, we offer rapid implementation tools and expertise. Contentful's modular, API-first content platform integrates effortlessly with **Shopify's** ecommerce tools, allowing businesses to scale and innovate without limitations.

## What we deliver together:

- **Future-proofing your business:** Maximize your ROI by adopting modern, flexible technology that evolves with your brand's needs.
- **Faster digital transformation:** Go to market quicker with a streamlined tech stack that delivers personalized, omnichannel ecommerce experiences.
- **Enhanced operational efficiency:** Simplify workflows and break free from rigid legacy systems with a composable approach, saving time and increasing productivity.



## CASE STUDY

### Hydrow makes waves in content marketing [→](#)

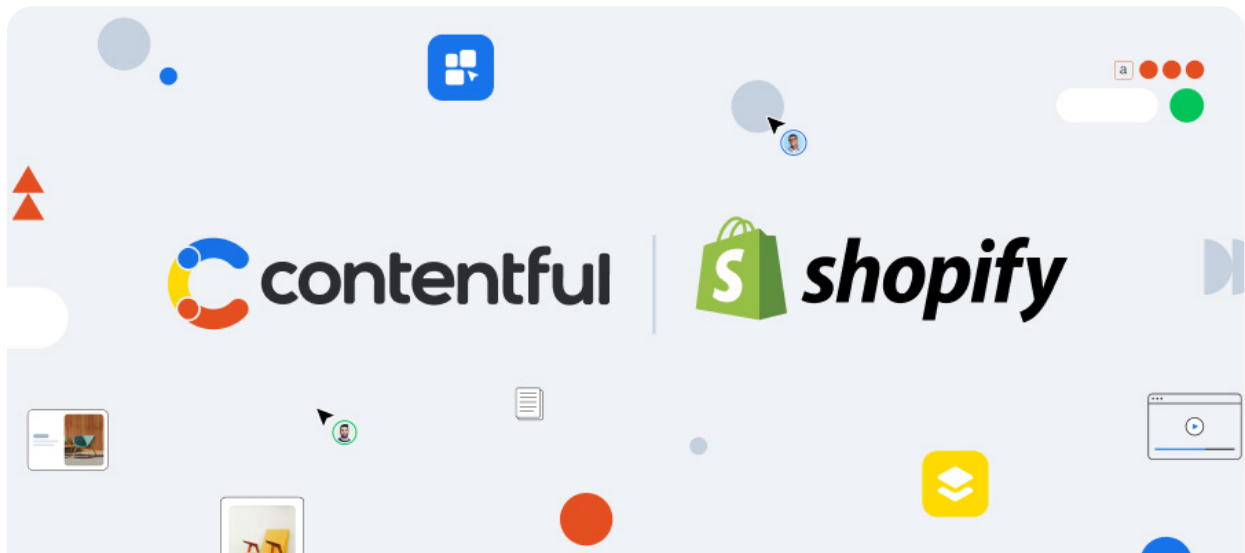


“

We're using Contentful to bring intentional storytelling to members and prospects in a way that allows us to measure its performance and iterate on those findings.”

### Reuben Kabel

Senior Vice President of Engineering,  
Hydrow



## Partner with Contentful and Shopify

Now is the time to transform your ecommerce experience with Contentful and Shopify. With our combined expertise in digital content management and ecommerce solutions, we can help you stay ahead of the curve and create exceptional customer experiences.

Contact us

### CASE STUDY

**Ruggable rolls out an efficient way to manage Black Friday and personalization with Contentful and Shopify.** [→](#)

