

APPLY DIGITAL AND CONTENTFUL

Create meaningful impact with bold content transformation



CUSTOMER BENEFITS

Future-proof your digital ecosystem

In today's digital-first world, consumers expect more than just products and services from their favorite brands – they want experiences. They look for brands that align with their values, provide personalized content, and offer seamless, omnichannel engagement. However, inefficient content operations and legacy tech stacks can't meet these evolving expectations. Brands need agility, innovation, and a future-ready approach to deliver personalized and impactful content at scale. That's where Contentful and Apply Digital come in.

As trusted partners for change, we have a proven track record of driving bold change across complex, multi-brand, and multi-product ecosystems.

Modern and composable architecture allows brands to break away from rigid, outdated systems and instead build flexible and modular tech ecosystems. Apply Digital is one of the largest digital services companies that is 100% focused on modern and composable technology. The Contentful® Composable Content Platform empowers brands to create once and reuse everywhere across any digital experience so you can deliver the right message, at the right time, to the right people.

Together, we guide organizations through the complexities of adopting modern technology. We deliver award-winning, tailored solutions that allow brands to quickly integrate new capabilities, provide personalized experiences, and adapt to real-time market shifts.

Combined, you can unlock the endless potential of your content, inspire customers at every touchpoint, and leverage a powerful new platform that can extend to meet any business need – current or future.

Organizations that choose Contentful and Apply Digital can expect to:



Future-proof and maximize ROI: We use modern technology, provide actionable strategic roadmaps that maximize ROI on technology, minimize total cost of ownership, and ensure long-term adaptability in an ever-changing market.



Accelerate digital transformation and growth: We help businesses rapidly evolve their digital presence and drive revenue growth through seamless, omnichannel experiences that enhance customer engagement and loyalty.



Enhance operational efficiency and scalability: By operating as 'one team' and increasing the extensibility of client teams, Apply and Contentful effectively streamline content operations and increase operational efficiency, while ensuring scalability and flexibility.

KEY VALUE

The partner advantage



- With 30+ successful implementations and 50+ Contentful certified developers, our long-standing partnership enables us to deliver award-winning, regionally tailored solutions.
- We operate as an extension of your teams, partnering with you to implement broad-scale digital transformation initiatives.
- Drive meaningful results with our actionable strategies that integrate content, personalization, commerce, CDP, CEP, search, and loyalty.
- Leverage our deep focus and expertise in modern technology to quickly pivot and scale with market changes.
- Seamlessly integrate advanced personalization into your enterprise Contentful implementation.
- Accelerate your projects with our Composable Accelerator for Enterprises (CAFE), a flexible, pre-built suite of tools and integrations that we use to:
 - Speed up Contentful implementations with ancillary technology dependencies and ensure they scale across brands and regions.
 - Offer 'No-Code Magic' for non-technical Content/Marketing/Commerce Teams.
 - Leverage best practices garnered from 300+ composable projects.



- The Contentful Composable Content Platform scales up and down to support your content needs whenever and however you need it to.
- An API-first platform built to integrate into your existing tech stack or serve as a solid platform when crafting a tech stack that matches your unique requirements.
- Built-in features have been designed with collaboration and autonomous work in mind, ensuring consistently efficient time-to-market for all content types.
- Build and extend the Contentful platform with our App Framework to customize your solution to meet your business needs.

Creating differentiated value for our customers

CASE STUDY

Building stronger connections between consumers and the Kraft Heinz brands they love; +78% conversion rate



KraftHeinz

“

It's exciting to be able to address consumers and communities individually. With the right content, design, and technology as supportive as Contentful, we can evoke what Heinz means to them specifically – and that makes for a really powerful bond.”

Justin Thomas

Head of Digital Experience
Kraft Heinz

Creating differentiated value for our customers

CASE STUDY

Coca-Cola Embonor B2B adopted a modern B2B commerce experience seamlessly integrated with existing systems; +40% revenue growth



CASE STUDY

Apply Digital and Contentful bring Shaw's unique product offering into the hands of mobile users; +14.6% revenue growth





Partner with Contentful and Apply Digital

Contact us today to drive meaningful impact through bold content transformation.

Partner with us

CAFE by Apply Digital

Quickly integrate reliable, API-driven composable infrastructure with your existing system and shorten time-to-value. Built by Apply Digital, CAFE (Composable Accelerator For Enterprises) is based on learnings from 300+ delivered composable projects.

[Learn more](#)

Now is the time to build exceptional customer experiences with Contentful and Apply Digital. You're not just getting a digital strategy or technology offering; you're getting partners committed to meaningful impact. Enhance your operations, deliver world-class content, and quickly achieve digital transformation.

To learn more, visit
[Apply Digital and Contentful](#)