Contentful Secures $13M for API-Driven Content Management Platform

Benchmark Capital leads Series B Round to Help Berlin-Based Company Expand to San Francisco

SUMMARY

Contentful, the API-driven content management developer platform, today announced it has secured $13 million in Series B financing. Led by Benchmark Capital, with participation from Trinity Ventures as well as existing investors Balderton Capital and Point Nine Capital, the round puts the total amount raised to date at $16.8 million.

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Contentful has created a modern approach for helping developers and marketers more easily manage and deliver content to any and all devices – from desktops to mobile apps, digital signage, smart cars, and all new platforms. The funding round comes as the company is seeing monthly revenues rise at double-digit rates and is experiencing rapid growth across a wide range of industries and now counts companies like Jack-in-the-Box, Urban Outfitters, Petsmart, Tastemade and Specialized as customers.

"The CMS of the past were really just terrible word processors. Contentful is the first true 'content management system'. A system that can manage any structure of content you can imagine, not just a sheet of paper.", says Gareth Ballester, Lead Engineer at Nasty Gal.

Leveraging a powerful API with structured content, Contentful provides a rich developer ecosystem that provides a more seamless experience on the backend and a holistic experience for customers on the frontend.

"We're on the cusp of dramatic changes in the way content is developed and managed, and Contentful is ahead of the game with an innovative platform and approach," said Eric Vishria, partner at Benchmark Capital. "Contentful already has strong traction with developers, buy-in from enterprise customers, and is rapidly accelerating growth in the usage of its API, so we know big things are on the horizon and are thrilled to be a part of the team."

With the new funds, Contentful will open a San Francisco office, including making new hires to allow the company to continue to focus on evolving the platform to meet the changing needs of the developer community and enterprises alike.

"Traditional CMS like Wordpress or Drupal have been designed to be great for desktop websites, but are not architected for other devices and platforms," said Sascha Konietzke, founder and CEO of Contentful. "As a result, this presents an abundance of challenges for developers, who are working to create new content experiences. We are alleviating those hurdles to make life easier for developers and more productive for companies."

QUOTES

> *"The CMS of the past were really just terrible word processors. Contentful is the first true 'content management system'. A system that can manage any structure of content you can imagine, not just a sheet of paper."*
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> — Sascha Konietzke, founder and CEO of Contentful

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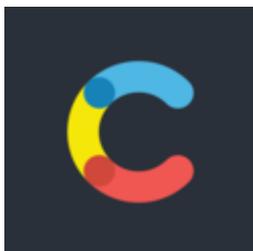> — Eric Vishria, partner at Benchmark Capital

ABOUT CONTENTFUL

Contentful is an API-driven content management developer platform that combines a powerful API with structured

content, a microservice architecture, and a rich development ecosystem. Companies such as Urban Outfitters, Red Bull, Jack in the Box, Nike, Trunk Club, Xoom, Tastemade and many others rely on Contentful to author, manage and deliver digital content to any device and multiple platforms. For more information, visit https://www.contentful.com/

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