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Contentful wins 2020 Proddy award

SAN FRANCISCO & BERLIN, MONDAY, NOVEMBER 9, 2020 Contentful has received a 2020 Proddy Award for Best Website Builder Product. This award recognizes Contentful as one of the world's best digital products.

Every year, the Product School reviews nominations from the industry, customers and partners, and the final winners in 22 categories are chosen by popular vote. Contentful is in good company; winners in other categories include digital leaders such as Optimizely, Miro, Figma and Mixpanel. This recognition further validates Contentful's position as a market-leading content platform for building and delivering digital experiences.

“We are thrilled to be recognized as a leader in a category that we have redefined,” said Steve Sloan, CEO of Contentful. “Contentful started as a pioneer in headless CMS, offering brands a better way to build websites. Today we are leading the industry with a next-generation content platform that pulls together websites, mobile apps and more into the seamless digital experiences customers expect in this digital-first era. This is a validation of the value we are providing to our customers and partners.”

Contentful was founded in Berlin in 2013 by Sascha Koneitzke, Contentful's first CEO and now Chief Strategy Officer, and Paolo Negri, Chief Technology Officer of Contentful.

At the time, content management systems were built to manage page-centric websites and often failed to serve the explosion of mobile apps that began in the early 2010s. Sascha knew there had to be a better way for businesses to manage content and build websites, apps and other digital experiences. He and Paolo joined forces on their mission to revolutionize content management by building a decoupled, API-first, cloud-native architecture that organizes content across a company and makes it faster and easier to deploy to any digital channel.

Contentful has grown rapidly from a small startup to a global leader, powering digital experiences for 28% of the Fortune 500 and top digital brands including EA, Telus and Intercom. To help more companies evolve into digital-first brands, Contentful announced partnerships with 26 digital agencies and technology partners at its digital innovation conference, Fast Forward, which was attended by more than 1,500 digital leaders and builders.

In a [recent survey](#), Contentful found that 70% of CMS users see a growing need for API-first platforms that allow them to deliver the digital experiences customers want. In the digital-first era, companies need a platform that can unite content under a single source of truth and ship it to any digital channel.

Contentful's open, cloud-native platform for digital builders enables businesses to create, launch and iterate digital experiences — fast. It's the foundation on which teams can rapidly build the interfaces and workflows they need to engage all their customers — wherever they are on their journeys.

“We believe that lean, open and modular technologies are critical for future digital success,” said Anthony Baker, executive technology director at R/GA Tokyo. “Contentful proved able to deliver best-in-class disruptive content solutions that fit our architecture and experience principles.”

Contentful's App Framework, launched earlier this year, made it faster than ever to build and integrate with modern digital experience stacks.

“It's all about building great customer experiences,” said Ivo Bronsveld, head of integrations at Contentful's partner Commercetools. “We recently launched the MACH Alliance, together with Contentful and other industry leaders, to help educate our customers on the benefits of headless architecture and a best-of-breed approach. Commercetools' integration on Contentful's App Framework makes it easier and more flexible for digital teams to build out these experiences.”

Contentful continues its rapid growth trajectory from website builder to next-generation content platform, fueled by \$80 million in Series E investment led by Sapphire Ventures in June. This brought Contentful's total funding to \$158 million to date. To support customers and partners, Contentful is expanding with a new North American hub in Denver, Colorado and a new, custom-built office space for its hub in Berlin. As part of its long-term global growth strategy, Contentful is hiring for open positions across Denver, Berlin and San Francisco, as well as for distributed employees across Western Europe and the United States.

About Contentful

Contentful, the leading content platform for digital-first businesses, helps 28% of the Fortune 500 and thousands of global brands create and manage digital experiences for their customers across any channel. It enables greater speed and scale than traditional CMSes. Contentful unifies content in a single hub, structures it for use in any digital channel, and integrates seamlessly with hundreds of other tools through open APIs. Companies such as Telus, EA, Alpro, Clover, Intercom, Chanel and many others rely on Contentful's content platform. For more information, visit <https://www.contentful.com/>.

Assets

[Media kit](#): contains logos, photos, illustrations and video

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