

The **most loved CMS
for developers and marketers
across all industries**

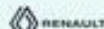
About Us

Storyblok is a headless content management system (CMS) that empowers both marketers and developers to create standout content experiences across any digital channel.

OUR AWARDS & RECOGNITIONS



OUR CUSTOMERS



210k+

Users

230+

Employees

205

Certified Partners

130+

Countries

2000+

Dev Community

250+

Enterprise Clients

Content is complex and constantly evolving, driven by ever-increasing consumer expectations

71% of consumers expect companies to deliver personalised interactions.

McKinsey [!\[\]\(c507f772dba2b921f86777f01218e570_img.jpg\)](#)

Only **6%** of businesses are able to deliver personalized experiences across channels.

Dynamic Yield [!\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\)](#)

Improving page load time by just 0.1s can boost your conversion rate by **8%**.

Deloitte [!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\)](#)

56% more customers retained by omnichannel content.

Emarsys [!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\)](#)



Legacy CMS solutions hinder business growth...



Legacy Technology

The average developer spends **42%** of their time maintaining bad code and technical debt.

Stripe [↗](#)



Siloed Content Operations

36% of knowledge workers find it hard to exchange information across different teams.

Forrester [↗](#)



Customer Churn

53% of visits are abandoned if a mobile site takes longer than 3 seconds to load.

Google [↗](#)



Inadequate Workflows

Only **11%** companies have cross-functional teams that can execute personalization campaigns across every channel.

Dynamicsyield [↗](#)

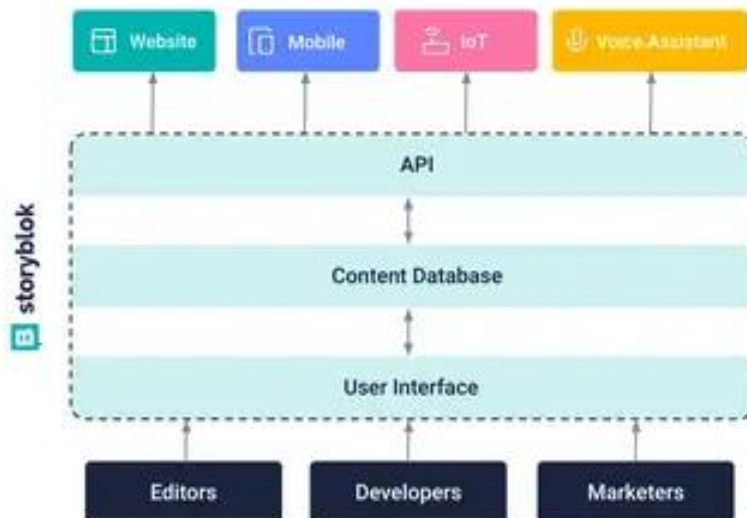
... and fail to meet the needs of a modern enterprise



- Combined frontend, backend & content database:
 - Cumbersome editing experience
 - Developers locked into legacy technology
- Not set up for omni-channel content delivery
- Long development cycles
- All-in-one solution with limited extendability
- Limited content reusability
- Risk of single point of failure
- Lagging performance

Headless CMS offers a powerful alternative: scalable, flexible and omni-channel ready

- ✓ Same content can be delivered across many different channels
- ✓ Significantly shorter development cycles
- ✓ Developers can work with their front-end framework of choice, reducing tech debt
- ✓ Composable architecture enables the use of best-of-breed products
- ✓ Easy localization / translation
- ✓ Significantly improved SEO and performance



Storyblok is the leader of the next wave of headless CMS, catering equally to both developers and marketers

Monolithic CMS

Built in the early 2000s



- Started in web only
- Combined frontend, backend and content database
- Replaced static sites
- Slow to edit and publish content

Digital Experience Platform

Built in late 1990-2010



- Multiple products in one
- Long development cycles
- Requires specialized developers
- Limited scalability

Headless CMS "1.0"

Built in 2010-2015



- Hidden usage costs
- Main focus: developer
- Omnichannel ready
- Composable solution
- Shorter development cycles



Established in 2017

- UI/UX focused on marketer
- Real-time collaboration
- Industry-leading Visual Editor
- API focused on developer
- GraphQL, REST APIs
- Image Optimization Service
- Omnichannel ready
- Composable solution
- Shorter development cycles
- Predictable pricing

We empower teams
at every stage of the
content life cycle



MARKETERS



CREATIVES



DEVELOPERS

Create content faster

Visual Editor

Ideation Room

Composable
Components



10x

faster publishing
with visual editing

Manage content efficiently

Content Hub

Digital Asset Manager

Custom Workflows



3x

more efficient by
eliminating silos

Enhance content easily

3rd Party
Integrations

Performance Optimization

Localization &
Translation



582%

ROI after 3 years

Deliver content anywhere

Omnichannel Publishing

Frontend SDKs

Enterprise Security



50%

developer
productivity boost

One CMS, endless possibilities

Storyblok integrates with any third party solution, allowing customers to work with best-in-class technologies and benefit from integrated workflows



REST API



GraphQL API



MANAGEMENT API



EXTENDABLE



Now available on
aws marketplace



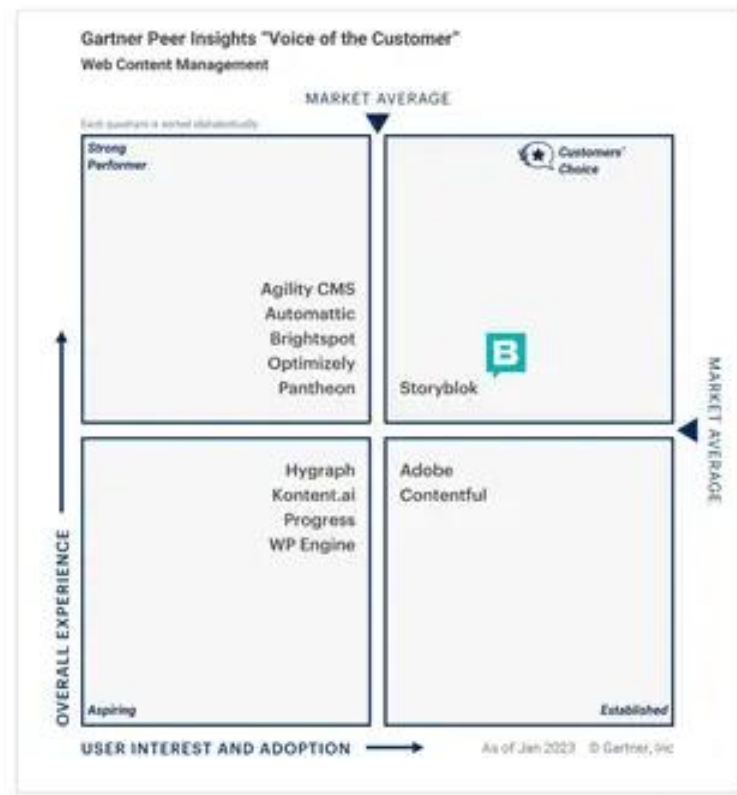
Recognized by Gartner as No.1 “Customers’ Choice” in Web Content Management

“Storyblok is the best thing that ever happened to our B2B SaaS website. We love the visual editing experience...”

- G2 Review

5.0 ★★★★★ January 13, 2023

After analyzing 775 reviews over 18 months, Gartner named Storyblok No.1 CMS for Customer's Choice.



Gartner

We are loved by both technical and non-technical users across the enterprise



"The Visual Editor is **one of the easiest tools I have ever used**. As an airline that has the marketing, product and technical team using Storyblok, it's a great tool to help us see exactly what our customers are seeing, while being easy to understand."

— Senior Engineering Manager at Flybondi



"Building a new website comes with a lot of things to think about, but with Storyblok, it helps you **build in the right way with SEO in mind, structured content**, and really gets us to rethink our KPIs."

— Digital Project Manager at Oatly



"We've never had this much control over the products and campaigns we are designing and publishing. The ability to view, change and control based on workflows is also impressive, allowing us to streamline processes across teams."

— Global Director of User Experience Design at Würth



"Storyblok is a **user-friendly and powerful headless CMS**. The visual editor helps you build pages with a few clicks, and the time to market shrinks dramatically. Storyblok is awesome, just start working with it and you will see it."

— Head of B2B Digital Management at UPC



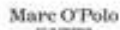
"Development time for a **new, global multilingual site is around 8 weeks** with Storyblok. **Previously this was 4-6 months.**"

— Chief Architect @ Education First



"Looking back at our pre-Storyblok days, it continues to amaze me with how much the CMS can do, and there is still so much more to discover."

— Software Engineer at Mindvalley



"The content management system is very intuitive and as soon as something new is developed, there is no briefing needed for me! It **makes the whole process much faster and easier** for everyone."

— Business Development Manager at Marc O'Polo

Attracting strong talent with a fully remote setup

>14k

Applications per year

74

eNPS

230+

FTEs



Dominik Angerer
CEO & Co-founder

Netural



Alexander Feiglstorfer
CTO & Co-founder

Netural



Barbora Winczerova
Chief of Staff

Rothschild & Co
MUBADALA
CAPITAL EY



Sascha Ploebst
VP of Sales

Salesforce BMW
GROUP



Thomas Peham
VP of Marketing

dynatrace
usersnap



Lydia Kothmeier
VP of Operations

EOS DevLabs



Barry D'Arcy
VP of Partners

Together- sage



Sebastian Gierlinger
VP of Engineering

ghost Fabasoft



Marisa Pereira
VP of People & Organization

DB SCHENKER LAUREATE