



Bloomreach Content

Capture more revenue and maintain API-driven flexibility with a headless content platform built for commerce

Today's increasing number of digital channels makes telling cohesive, differentiated stories to convert your audience an exceptionally tall order. Content is too easily misaligned with actual inventory, preparing and scheduling homepage changes in advance (or even last-minute) is almost impossible, and finding the time to strategize making pages more shoppable in the face of all that is often a pipe dream. **Bloomreach Content** removes these barriers with a headless, API-first approach, seamlessly bringing together the marketer, the merchandiser, and the CRM function into one.

Built for Commerce

Bloomreach Content was purpose-built with busy, experience-obsessed commerce folks in mind. Quickly craft new pages, leveraging an intelligent understanding of your customers, to dazzle shoppers and get them one step closer to completing their purchase.



Add and Arrange Products

Make any page a shoppable experience with our drag-and-drop builder, direct preview, and in-context editing capabilities. Insert e-commerce features with just a few clicks. Get a head start with pre-built commerce components that can be customized to match every aspect of your brand.



Schedule Pages and Campaigns

Easily bundle content changes for marketing campaigns and trigger sophisticated workflows to schedule reviews and publication, fast. Restore pages to any point in time with unlimited version history.



Personalize Content and Products

Optimize any touchpoint with high-converting personalized content and products to match your unique visitors. Easily personalize your experiences including media-rich content and page layout to increase revenue and conversion rates.

Start Anywhere, Scale Up

Start with a few landing pages or power your entire site experience. Grow at your own pace with a fully SaaS-based, API-first platform.



Integrate with your Commerce System

Connect to your commerce platform of choice with pre-built integrations supporting a flexible and modular approach to shaping your business.



Get a Head Start with your Storefront

Stand up a site faster using pre-built integrations with blazingly fast storefronts like Vuestorefront, Reactstorefront, and SAP Spartacus. Or build your own using our Reference SPA.



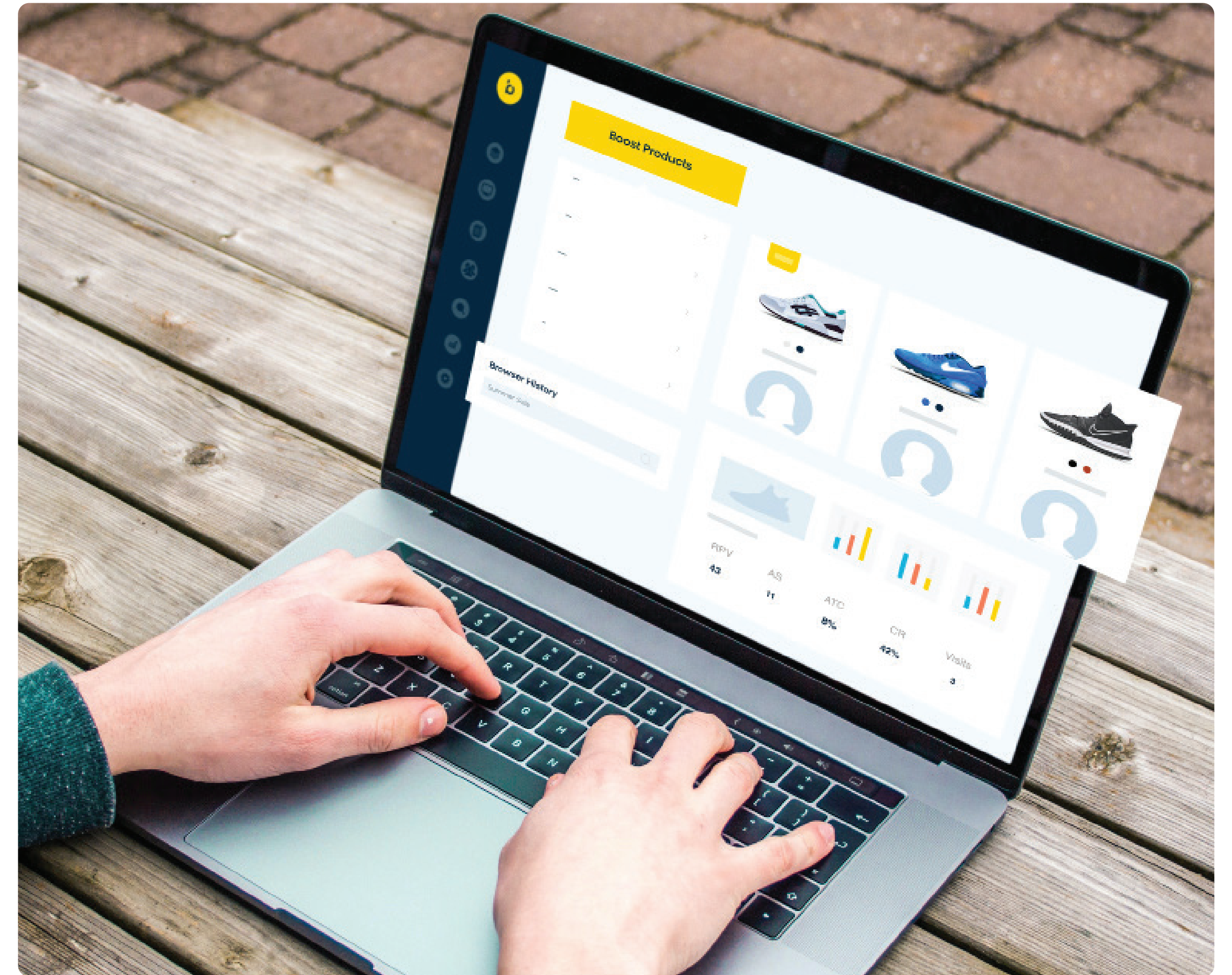
Save Time and Money

Built on a scalable system, receive free upgrades and updates as they are built and released.



Empower your Commerce Team

Empower marketers and merchandisers to make changes independently with powerful APIs that retain preview, personalization, and visual editing capabilities.



Ready to learn more about the Bloomreach Content?

[Discover more](#)