Storyblok

Bigger, Faster Market Impact.

Storyblok Fact Sheet

Storyblok is the enterprise-ready headless CMS that empowers developers and marketers to bring ideas to market faster. It supports the entire content lifecycle - from creation and management to delivery, and streamlines workflows, boosts productivity, and ensures exceptional performance and accessibility.

Designed for global scalability and secure collaboration, Storyblok enables teams to deliver seamless, engaging digital experiences at scale. Trusted by leading brands like Oatly, Virgin Media O2, Deliveroo, Renault, and Education First, Storyblok helps businesses of all sizes unlock new opportunities, channels, and markets - delivering a bigger, faster market impact.

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GENERAL OVERVIEW

Features at a Glimpse	Starter	Growth	Growth Plus	Premium	Elite
Monthly Costs (starting at)	Free	99	349	Custom	Custom
Visual Editor	✔	✔	✔	✔	✔
Image Optimization Service	✔	✔	✔	✔	✔
Collaboration / Comments	✔	✔	✔	✔	✔
Storyblok Labs	✔	✔	✔	✔	✔
Blueprints	✔	✔	✔	✔	✔
SEO Meta Tags	–	✔	✔	✔	✔
GraphQL	–	–	–	✔	✔
Releases	–	–	–	20	Unlimited *
Release Merging	–	–	–	✔	✔
Management API (# endpoints)	Unlimited *	Unlimited *	Unlimited *	Unlimited *	Unlimited *
Log & Versioning Retention	1 day	30 days		180 days	Unlimited *
Custom Roles	–	–		10 roles	Unlimited *
Custom Workflows	–	–		2 workflows	Unlimited *
Security Access	Access control through standard roles (Owner, Admin and Editor)	Access control through standard roles (Owner, Admin and Editor)		Standard roles +SSO	Standard roles +SSO, access token scopes, IP restrictions, additional access control
Self-Managed Backup Frequency	–	–		Weekly	Daily
Managed Back Up Frequency & Retention	–	–		Weekly, 180 Days	Daily, up to 7 years
Uptime SLA	–	97%		99.9%	99.99%
Support Services	Core	Core		Advanced	Priority
Preferred Data Center	–	–		$	✔
Stacked View for Stories	1	1		7	7

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Features at a Glimpse	Starter	Growth	Growth Plus	Premium	Elite
Monthly Costs (starting at)	Free	99	349	Custom	Custom
Visual Editor	✔	✔	✔	✔	
Image Optimization Service	✔	✔	✔	✔	
Pipeline / Content Staging	–	–		5	Unlimited *

* Fair Use Limits apply. For more details, please contact us.

Consumption Features

The consumption features provide customers more flexibility to choose the features they really need and use.

Consumption Feature	Starter	Growth	Growth Plus	Premium	Elite
Users/Seats included	1	5	15	Custom	Custom
Users/Seats Maximum	2	10	20	Custom	Custom
Costs per additional Seat (in one space)	$/€15	$/€15	$/€15	Custom	Custom
Monthly Traffic included*	100GB	400GB	1TB	Custom	Custom
Max. Monthly Traffic	100GB	1TB	2TB	Custom	Custom
Price per additional Volume of Traffic (250GB)	–	$/€75	$/€75	Custom	Custom
Number of stories	20,000	25,000	100,000	Unlimited*	Unlimited*
Max. number of stories	20,000	25,000	Unlimited*	Unlimited*	Unlimited*
Price per additional (1k) stories	–	–	$/€5	N/A	N/A
Number of assets	2,000	2,500	10,000	Custom	Custom
Max. number of Assets	2,000	2,500	Unlimited*	Unlimited*	Unlimited*
Price per additional (10k) assets	–	–	$/€5	Custom	Custom
Number of locales	2	2	10	Custom	Custom

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	Starter	Growth	Growth Plus	Premium	Elite
Max. Number of Locales	2	Unlimited*	Unlimited*	Unlimited*	Unlimited*
Price per additional (1) Locale	–	$/€20	$/€20	Custom	Custom
Monthly API Requests included	100,000	1M	4M	Custom	Custom
Max. API Requests	–	5M	15M	Custom	Custom
Price per additional (1M) API Requests	–	$/€10	$/€10	Custom	Custom
Number of Spaces	1	1	1	Custom	Custom

* Fair Use Limits apply. For more details, please contact us.

Usage Caps	Starter	Growth	Growth Plus	Premium	Elite
Datasources	10	20	20	Unlimited*	Unlimited*
Components	200	600	600	Unlimited*	Unlimited*
Preview Environments	2	6	6	Unlimited*	Unlimited*
Max Asset Size (MB)	500	1,000	1,000	5,000	5,000
Content Folders	100	1,000	1,000	2,000	2,000
Webhook Log Retention	1 day	30 days	30 days	180 days	Unlimited*
Webhooks	3	5	5	15	15
Slack Integration (Slack Channels)	–	1	1	5	5
Simultaneously Scheduled Stories	–	2	2	100	100
Custom Workflow Stages	–	–	–	Unlimited*	Unlimited*
Maximum Usage Breach Fee**			$/€1,000		

* Fair Use Limits apply. For more details, please contact us.
** Our Overage Surcharge applies when self-service customers exceed the API & Traffic Limit in two consecutive months. For more information, please see our overage fact sheet.

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AI Credits and Features

Starting November 19th, 2025, we have introduced AI credits across all plans. On January 1st, 2026, we'll expand what's possible by adding additional usage possibilities to ensure greater flexibility for your content operations.

Feature	Starter	Growth	Growth Plus	Premium	Elite
AI Credits (monthly)	25.000	100.000	200.000	Custom	Custom
Additional Credits	–	$20,00 per 200.000	$20,00 per 200.000	Custom	Custom
Maximum Credits	25.000	500.000	1.000.000	Custom	Custom
Default AI Model Options	Open AI (1 model)	Open AI Gemini	Open AI Gemini	Open AI Gemini	Open AI Gemini
Bring Your Own AI	–	–	–	–	✔
Basic AI Branding	–	–	–	✔	✔
Advanced AI Branding	–	–	–	–	✔
AI Translations	✔	✔	✔	✔	✔
AI SEO	–	–	–	✔	✔
AI Alt Text	–	✔	✔	✔	✔
AI Content Generation	✔	✔	✔	✔	✔

Our Storyblok [AI Terms](#) and [Data Processing Agreement](#) have been updated. By using our Storyblok Services, you accept these updated terms.

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ALL FEATURES

Feature	Starter	Growth	Growth Plus	Premium	Elite
Asset Manager	✔	✔	✔	✔	✔
Asset Folders	✔	✔	✔	✔	✔
Automatic Updates	✔	✔	✔	✔	✔
Blueprints	✔	✔	✔	✔	✔
Collaboration/Comments	✔	✔	✔	✔	✔
Content Delivery API	✔	✔	✔	✔	✔
Custom Field Types	✔	✔	✔	✔	✔
Datasources	✔	✔	✔	✔	✔
Favorite Stories & Folders	✔	✔	✔	✔	✔
Image Optimizing Service	✔	✔	✔	✔	✔
Internationalization	✔	✔	✔	✔	✔
Management API	✔	✔	✔	✔	✔
Responsive Preview	✔	✔	✔	✔	✔
Standard Workflows	✔	✔	✔	✔	✔
Visual Editor	✔	✔	✔	✔	✔
2 Factor Authentication (2FA)	✔	✔	✔	✔	✔
Stacked View for Stories	✔	✔	✔	✔	✔
Github	✔	✔	✔	✔	✔
Richtext Editor	✔	✔	✔	✔	✔
Duplicate Spaces	–	✔	✔	✔	✔
SEO Meta Tags	–	✔	✔	✔	✔
Task-Manager	–	✔	✔	✔	✔
Webhook Secrets	–	✔	✔	✔	✔

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Feature	Starter	Growth	Growth Plus	Premium	Elite
Single Story Scheduling	—	✔	✔	✔	✔
Custom Metadata Fields	—	—	—	✔	✔
Custom Roles	—	—	—	✔	✔
Custom Workflows	—	—	—	✔	✔
Forced 2FA	—	—	—	✔	✔
Visualize Unpublished Relations	—	—	—	✔	✔
GraphQL Content Delivery API	—	—	—	✔	✔
Historical Visual Preview	—	—	—	✔	✔
Translatable Assets Metadata	—	—	—	✔	✔
Organization Analytics	—	—	—	✔	✔
Payment via Wire Transfer	—	—	—	✔	✔
Conditional Fields	—	—	—	✔	✔
History Comparison View	—	—	—	✔	✔
S3 Back Ups	—	—	—	✔	✔
Single Sign-On	—	—	—	✔	✔
Custom AI Tokens	—	—	—	✔	✔
Preferred Data Center Selection (EU, US, CA, AUS)	—	—	—	$	✔
Additional Data Center (China)	—	—	—	$	$
Managed Backup Service	—	—	—	$	$
Security Audit	—	—	—	—	✔
Additional Access Control	—	—	—	—	✔
Restricted IP address range	—	—	—	—	✔

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STORYBLOK APPS

Feature	Starter	Growth	Growth Plus	Premium	Elite
Activity Log	✔	✔	✔	✔	✔
Autosave	✔	✔	✔	✔	✔
Clipboard History	✔	✔	✔	✔	✔
Palette App	✔	✔	✔	✔	✔
Colorpicker App	✔	✔	✔	✔	✔
Slider App	✔	✔	✔	✔	✔
Trash App	✔	✔	✔	✔	✔
Content Locking	–	✔	✔	✔	✔
Replace Assets	–	✔	✔	✔	✔
Translatable Slugs	–	✔	✔	✔	✔
Dimensions	–	✔	✔	✔	✔
Advanced Paths	–	–	–	✔	✔
Broken Links Checker	–	–	–	✔	✔
Language Export/Import	–	–	–	✔	✔
Pipeline / Content Staging	–	–	–	✔	✔
Releases App	–	–	–	✔	✔
Shared Components	–	–	–	✔	✔
Access Token Scopes	–	–	–	–	✔

INTEGRATIONS

Feature	Starter	Growth	Growth Plus	Premium	Elite
Vercel	✔	✔	✔	✔	✔
Netlify	✔	✔	✔	✔	✔
Figma	✔	✔	✔	✔	✔
Semrush	–	✔	✔	✔	✔

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Feature	Starter	Growth	Growth Plus	Premium	Elite
Slack	—	✔	✔	✔	✔
Optimizely	—	✔	✔	✔	✔
Shopify	—	✔	✔	✔	✔
Bynder	—	✔	✔	✔	✔
Cloudinary	—	✔	✔	✔	✔
Akeneo	—	—	—	✔	✔
Saleor	—	—	—	✔	✔
Centra	—	—	—	✔	✔
Shopware	—	—	—	✔	✔
Sylius	—	—	—	✔	✔
BigCommerce	—	—	—	✔	✔
inRiver	—	—	—	✔	✔
Commerce Layer	—	—	—	✔	✔
Algolia	—	—	—	✔	✔
Spryker	—	—	—	✔	✔
commercetools	—	—	—	✔	✔
Vendure	—	—	—	✔	✔
VWO	—	—	—	✔	✔
Nacelle	—	—	—	✔	✔
SAP	—	—	—	✔	✔
Salesforce Commerce Cloud	—	—	—	✔	✔
Smartling	—	—	—	✔	✔

✔ Included in user licence $ Additional fee or terms apply

*Storyblok is not responsible or liable for the performance of any third-party services offered through the integrations herein. These integrations are provided solely for Customer convenience and Storyblok does not provide any warranties, express or implied, for such integrations or third-party services. Access to third-party services offered via these integrations must be purchased directly from the respective third-party providers. Storyblok may change the above list of integrations at any time. We advise Customers to review the terms and conditions of these third-party service providers to ensure they meet Customer needs.

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Glossary

A

Access Token Scopes

Limit access of Delivery API Tokens. Define scopes of the delivery api token to limit access to specific folders or content items (For example to create protected areas on your website).

Activities

Track changes and restore to any point in time since accidents happen. Storyblok always lets you rollback changes with a version history and deleted content items can be restored from the trash bin.
More Info

Additional / Preferred Data Centers

We have dedicated infrastructure in the US, Canada, Europe and Australia. We also offer the option of a dedicated infrastructure in Mainland China with an ICP license for our international customers ready to use. We also have a Custom Domain (https://app.storyblokchina.cn). Customers can use that infrastructure which is provided by AWS to power and distribute their content for their apps or websites. To guarantee your data center location, please contact us.

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Additional Access Control

The Additional Access Control permissions will introduce restrictions, making certain configurations available only to Spaces with this permission. The configurations included in this permission are:

- Content
    - Folder/Content item permissions
- Blocks
    - Blocks/Content type permissions
- Datasource
    - Datasource permissions
- Assets
    - Asset folder permissions

Spaces that do not have Additional Access Control permissions in their plans will not see these configurations in their Custom Roles.

Advanced Paths

Programmable preview paths to define where the visual preview points to. Use the audience's IDs to create AB-Tests or selectively show content. [More Info](#)

API Requests

API requests are interactions between your application and Storyblok's services to manage and deliver content. These requests are integral to both content management and delivery processes.

App Directory

With the App Directory you can selectively add features to Storyblok. This keeps the UI clean and clear and allows you to extend Storyblok. [To the App Directory](#)

Assets

Storyblok includes an Asset Manager for asset management and delivery. Editors can upload assets in their space's Asset Library.

Asset Folders

Asset folders allow you to group your assets. In addition to the overall root folder, you can also define nested folder structures.

Automatic Updates

No need for you to have your developers update your CMS – it's already done with Storyblok.

Autosave

Tired of pressing the save button? Autosave enables you to focus even more on your content. Automatically save changes while editing content.

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B

(Managed) Backup Service

Backup Services refer to how data backups are handled within Storyblok.

When using self managed backup services, backups are set up and maintained within the customer's own infrastructure (own AWS S3 Bucket), requiring customers to actively configure/create them in the app to oversee and to manage the process.

In contrast, Managed Backup Services are handled by Storyblok, where backups are managed and maintained as part of the service. Safeguard your Storyblok data and components by configuring automatic backups to an AWS S3 bucket that is managed by Storyblok. Reach out to our Support team to activate and choose the space for managed backups.

C

Clipboard History

Access the clipboard history for easy copying. Allows you to see all the components you've copied before in an easy to use clipboard. More Info

Duplicate Spaces

Easily clone a space in the Storyblok UI. Storyblok lets you create copy spaces and components between projects. More Info

Components

Compose your content in smaller pieces. The best thing is that blocks are nestable inside one Story.

Conditional Fields

Add conditions to fields within your components to ensure dynamic and clean components.

Content Authoring

Content production in general requires workflows to make sure that every team member gets involved and approval chains are met. This in combination with tools for scheduling Releases and Pipeline creation gives your editors a powerful Content Authoring platform. More Info

Content Delivery API

Use REST or GraphQL. More Info

Content Locking

Content Locking helps your editors avoid conflicts when multiple users want to edit a content item. More Info

Custom Field Types

Extend the editing interface with your own plugins. Storyblok has a robust and flexible plugin system to give you the power to extend the editor with custom fields like a color picker or a google maps location selector. More Info

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Custom Metadata for Assets

Define customized values for the metadata fields and/or add new metadata fields to enrich your asset information.

Custom Roles

Create your own custom roles for each editor and control the access rights as well as the permissions.

Custom Workflows

Set-up your own content staging workflow. To run a reliable production environment it is crucial to define different stages to test your content before it goes live. That's why Storyblok allows you to define multiple workflow stages of your content and publish only approved changes.

D

Datasources

A datasource is a collection of datasource entries with a specific name and slug. Each datasource entry is a collection of key-value pairs (KVP), so called datasource entries. Those key-value pairs can be used for single choice or multiple choice options and directly through our API to use them for multi-language labels, categories, or anything similar. More Info

Digital Asset Manager

Organize and optimize your assets directly in your CMS.

Dimensions

Easily manage multi-tree structures for languages and more. Link content items of different folders together. Merge or overwrite content items from one dimension to another. More Info

Discussions

Collaborate straight within the Visual Editor. Comment on your content, tag your colleagues and resolve any open discussions.

E

eCommerce Integrations

Connect your content to the eCommerce platform you desire. We help you reach your target market by managing your content, creating a faster user experience, and empowering your marketing team. More Info

Editor Role

The Editor role allows your users to access a space to create, update, and generally manage your content. They won't be able to change your component definitions or datasource structures, but enhance and create new content with existing components and content types.

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Extended Activity Log

Reduce data loss with an activity log and automatic daily backups to your personal S3 bucket.

F

Forced 2 Factor Authentication (F2FA)

Protect your organization with forced 2 Factor Authentication. This feature can be turned on per space and ensures that your employees use 2 Factor Authentication.

G

GraphQL Content Delivery API

Beside the traditional REST API you can also use Storyblok with GraphQL, which offers a number of advantages like automated documentation and strongly typed responses. The API is a read-only endpoint and optimized for fast content delivery. More Info

I

Image Optimizing Service

Storyblok's on-the-fly image resizing and optimising service helps you achieve great performance scores. Storyblok transforms, optimizes, and caches your images in a CDN for fast websites and apps. More Info

Integration to Cloudinary Asset Manager

Connect your Cloudinary Asset Manager instead of using Storyblok's own asset manager.

Integration to Optimizely

Get segments and audiences directly from Optimizely. More Info

Internationalization

Choose field level translation or multiple content trees. Delivering content internationally? With Storyblok you can define your own content localization strategy to serve multiple countries and languages. More Info

L

Language Export/Import

Export/Import content items for usage in translation tools. XML and JSON format; Files are compatible with translation tools like Trados, LingoHub and more.

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Locales

Locales are language-region pairs that enable you to create and manage multiple versions of your content for different geographic regions. For example, an entry can have locales like en-US and de-DE, allowing you to provide content in English (United States) and German (Germany).

M

Management API

Our Management API is organized around REST and has predictable, resource-oriented URLs and uses HTTP response codes to indicate errors. Cross-Origin resource Sharing is allowed and JSON is returned by all API responses. More Info

O

Organization Analytics

Organization Analytics helps you keep track of what's going on in your organization. Access the overall traffic consumption, amount of spaces and active users from one dashboard.

P

Pipeline

Setup a content staging workflow with pipelines. Enable one click deployment from one pipeline stage to another within multiple stages. Comes with preview functionality and access tokens for each branch. More Info

R

Replace Assets

Exchange assets globally from the asset library. Replace any current version of an asset with a new one. Invalidates cached versions in the CDN

Responsive Preview

Initializes the responsive mode of the preview area. You can currently choose from 3 different responsive modes - mobile, tablet and desktop.

S

S3 Backups & Restore

Add additional security with backups. Configure manual or automatic daily backups of your content and component definitions to your personal Amazon AWS S3 bucket. More Info

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SEO Meta Tags

The SEO-Metatags are available at the schema definition of your components with a Google snippet preview and fields for Standard and OG-Metatags as well as Twitter cards. More Info

Scheduling & Releases

Group content changes in releases and schedule publishing (manually or automatically). More Info

Self Service Overage Surcharges

For more information about our overage fees and our overage surcharge for self service customers, please find more details here.

Shared Components

Use schema definitions of another space. Manage components in a central place. It is helpful if you want to build multiple websites that have all the same components and a similar layout. More Info

Single Sign On

We support a wide array of SSO options (e.g. Auth0, Okta, Azure AD, GSuite, Salesforce, SAML2.0, etc)

Standard Workflows

Use our standard content staging workflow (Draft-Review-Ready to Publish). To run a reliable production environment it is crucial to define different stages to test your content before it goes live. That's why Storyblok allows you to define multiple workflow stages of your content and publish only approved changes.

Space

A space is a flexible content repository for your project. Each space stores distinct stories, blocks, assets, datasources, and configurations (e.g., workflows, users, roles, access tokens).

T

Task-Manager

Create automation tasks which execute a webhook or lambda function. Let users start a build process of static websites or deploy all content items at once. More Info

Technical Limits

For more information about our technical limits and our fair use limits, please find more information here.

Translatable slugs

Use different URLs for different language versions. With this app you will be able to define slugs for folders and content items in different languages.

Traffic

We measure the outgoing traffic on our platform which means CDN API traffic, Assets (Video, Images, …), webhook payloads. Both cached and uncached requests are counted. MAPI traffic is not counted.

U

Unlimited Access to Documentation

We filled our documentation with plenty of examples and tutorials. If you still get stuck, send our support a message.

User Management

Manage your users in a central place, enable single sign on or use custom password rules that match your company's security policies.

V

Visual Editor

Let your users edit websites as they browse it. The visual editor gives you a preview of the changes you make to your website, even before those changes go live. More Info

Visualize Unpublished Relations

Highlights any unpublished relations between stories and warns the user before publishing a story to prevent it from breaking.

W

Webhooks

Webhooks help you to trigger an action like cache clearing or if you want to start a build process when new content gets published. More Info

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Updated on January 23, 2026